

## NCC Cable System Order

|  |                              |                 |                               |                  |               |
|--|------------------------------|-----------------|-------------------------------|------------------|---------------|
| Order #  | 62466764                     | Flight Dates    | 10/23/17 - 11/05/17           | Update Date      | 10/24/17      |
| Syscode  | 1073                         | Agency          | Strategic Media Services, Inc | Version          | 1 Vs. 1       |
| System Name  | Prime Media/Roanoke Zone, VA | Advertiser      | Ed Gillespie for VA Governor  | Show All Lines   |               |
| Market   | Roanoke-Lynchburg            |                 |                               | Total # of Weeks | 2             |
|  |                              | Client Code     | 277                           | Total            | \$1,982.00    |
| AE   | Tiffany Solis                | Product Code    | 357                           | Commission       | \$297.30      |
| Sales Coordinator  | Jeff Moring                  | Est Code        | 3233                          | Net Total        | \$1,684.70    |
| Office   | Washington                   | Product Name    |                               | Total Spots      | 126           |
| Phone  | (301) 951-2620               | Credit Status   |                               | Affiliate Split  | 100.0         |
| Status   | Not accepted                 |                 |                               | Sold On          | Cost Per Spot |
| Survey   | DMA Nielsen Live+1 Jul17     | Primary Demo    | Adults 35+                    | GRP              | -             |
| -  |                              | Makegood Policy | Approval Required             | GIMP             | -             |
|  |                              |                 |                               | CPP              | -             |
| Comments : 10.24 New order. Please review and confirm. Thanks! |                              |                 |                               |                  |               |

| Line | Net  | Program         | Start Date | Stop Date | Start Time | Stop Time | M | T | W | T | F | S | S | RTG | IMP | Total Spots | Unit Cost | Total Cost | Spot Len | Line Comment |
|------|------|-----------------|------------|-----------|------------|-----------|---|---|---|---|---|---|---|-----|-----|-------------|-----------|------------|----------|--------------|
| 1    | CNN  | CNN NEWSROOM<   | 10/23/17   | 10/29/17  | 11:00      | 19:00     |   |   |   |   |   | X | X | -   | -   | 2           | \$13.00   | \$26.00    | 30       | PRE          |
| 2    | CNN  | VARIOUS         | 10/23/17   | 10/29/17  | 05:00      | 09:00     |   |   | X | X | X | X | X | -   | -   | 2           | \$10.00   | \$20.00    | 30       | PRE          |
| 3    | CNN  | CNN NEWSROOM<   | 10/23/17   | 10/29/17  | 09:00      | 16:00     |   |   | X | X | X | X | X | -   | -   | 2           | \$8.00    | \$16.00    | 30       | PRE          |
| 4    | CNN  | VARIOUS         | 10/23/17   | 10/29/17  | 16:00      | 19:00     |   |   | X | X | X | X | X | -   | -   | 3           | \$13.00   | \$39.00    | 30       | PRE          |
| 5    | CNN  | AVG. ALL WKS<   | 10/23/17   | 10/29/17  | 19:00      | 24:00     |   |   | X | X | X | X | X | -   | -   | 3           | \$20.00   | \$60.00    | 30       | PRE          |
| 6    | CNN  | VARIOUS         | 10/30/17   | 11/5/17   | 05:00      | 09:00     | X | X |   |   |   |   |   | -   | -   | 1           | \$10.00   | \$10.00    | 30       | PRE          |
| 7    | CNN  | CNN NEWSROOM<   | 10/30/17   | 11/5/17   | 09:00      | 16:00     | X | X |   |   |   |   |   | -   | -   | 1           | \$8.00    | \$8.00     | 30       | PRE          |
| 8    | CNN  | SITUATION ROOM< | 10/30/17   | 11/5/17   | 16:00      | 19:00     | X | X |   |   |   |   |   | -   | -   | 2           | \$13.00   | \$26.00    | 30       | PRE          |
| 9    | CNN  | AVG. ALL WKS<   | 10/30/17   | 11/5/17   | 19:00      | 24:00     | X | X |   |   |   |   |   | -   | -   | 2           | \$20.00   | \$40.00    | 30       | PRE          |
| 10   | ESPN | AVG. ALL WKS    | 10/23/17   | 10/29/17  | 11:00      | 19:00     |   |   |   |   |   | X | X | -   | -   | 3           | \$16.00   | \$48.00    | 30       | PRE          |
| 11   | ESPN | AVG. ALL WKS<   | 10/23/17   | 10/29/17  | 05:00      | 09:00     |   |   | X | X | X | X | X | -   | -   | 1           | \$12.00   | \$12.00    | 30       | PRE          |
| 12   | ESPN | AVG. ALL WKS    | 10/23/17   | 10/29/17  | 09:00      | 16:00     |   |   | X | X | X | X | X | -   | -   | 3           | \$10.00   | \$30.00    | 30       | PRE          |
| 13   | ESPN | AVG. ALL WKS<   | 10/23/17   | 10/29/17  | 19:00      | 24:00     |   |   | X | X | X | X | X | -   | -   | 6           | \$23.00   | \$138.00   | 30       | PRE          |
| 14   | ESPN | AVG. ALL WKS<   | 10/30/17   | 11/5/17   | 05:00      | 09:00     | X | X |   |   |   |   |   | -   | -   | 1           | \$12.00   | \$12.00    | 30       | PRE          |
| 15   | ESPN | AVG. ALL WKS    | 10/30/17   | 11/5/17   | 09:00      | 16:00     | X | X |   |   |   |   |   | -   | -   | 2           | \$10.00   | \$20.00    | 30       | PRE          |
| 16   | ESPN | AVG. ALL WKS    | 10/30/17   | 11/5/17   | 19:00      | 24:00     | X | X |   |   |   |   |   | -   | -   | 2           | \$23.00   | \$46.00    | 30       | PRE          |
| 17   | FX   | AVG. ALL WKS<   | 10/23/17   | 10/29/17  | 11:00      | 19:00     |   |   |   |   |   | X | X | -   | -   | 5           | \$10.00   | \$50.00    | 30       | PRE          |
| 18   | FX   | AVG. ALL WKS<   | 10/23/17   | 10/29/17  | 09:00      | 16:00     |   |   | X | X | X | X | X | -   | -   | 2           | \$6.00    | \$12.00    | 30       | PRE          |
| 19   | FX   | AVG. ALL WKS<   | 10/23/17   | 10/29/17  | 16:00      | 19:00     |   |   | X | X | X | X | X | -   | -   | 4           | \$10.00   | \$40.00    | 30       | PRE          |
| 20   | FX   | FX MOVIE PRIME< | 10/23/17   | 10/29/17  | 19:00      | 24:00     |   |   | X | X | X | X | X | -   | -   | 3           | \$16.00   | \$48.00    | 30       | PRE          |
| 21   | FX   | VARIOUS         | 10/30/17   | 11/5/17   | 09:00      | 16:00     | X | X |   |   |   |   |   | -   | -   | 1           | \$6.00    | \$6.00     | 30       | PRE          |

## NCC Cable System Order

|             |                              |
|-------------|------------------------------|
| Order #     | 62466764                     |
| Syscode     | 1073                         |
| System Name | Prime Media/Roanoke Zone, VA |
| Market      | Roanoke-Lynchburg            |

|                   |                          |
|-------------------|--------------------------|
| AE                | Tiffany Solis            |
| Sales Coordinator | Jeff Moring              |
| Office            | Washington               |
| Phone             | (301) 951-2620           |
| Status            | Not accepted             |
| Survey            | DMA Nielsen Live+1 Jul17 |
| -                 |                          |

|              |                               |
|--------------|-------------------------------|
| Flight Dates | 10/23/17 - 11/05/17           |
| Agency       | Strategic Media Services, Inc |
| Advertiser   | Ed Gillespie for VA Governor  |

|               |      |
|---------------|------|
| Client Code   | 277  |
| Product Code  | 357  |
| Est Code      | 3233 |
| Product Name  |      |
| Credit Status |      |

|                 |                   |
|-----------------|-------------------|
| Primary Demo    | Adults 35+        |
| Makegood Policy | Approval Required |

|                  |               |      |   |
|------------------|---------------|------|---|
| Update Date      | 10/24/17      |      |   |
| Version          | 1 Vs. 1       |      |   |
| Show All Lines   |               |      |   |
| Total # of Weeks | 2             |      |   |
| Total            | \$1,982.00    |      |   |
| Commission       | \$297.30      |      |   |
| Net Total        | \$1,684.70    |      |   |
| Total Spots      | 126           |      |   |
| Affiliate Split  | 100.0         |      |   |
| Sold On          | Cost Per Spot |      |   |
| GRP              | -             | GIMP | - |
| CPP              | -             | CPM  | - |

|            |   |
|------------|---|
| Comments : | 10.24 New order. Please review and confirm. Thanks! |
|------------|---|

| Line | Net  | Program         | Start Date | Stop Date | Start Time | Stop Time | M | T | W | T | F | S | S | RTG | IMP | Total Spots | Unit Cost | Total Cost | Spot Len | Line Comment |
|------|------|-----------------|------------|-----------|------------|-----------|---|---|---|---|---|---|---|-----|-----|-------------|-----------|------------|----------|--------------|
| 22   | FX   | VARIOUS         | 10/30/17   | 11/5/17   | 16:00      | 19:00     | X | X |   |   |   |   |   | -   | -   | 1           | \$10.00   | \$10.00    | 30       | PRE          |
| 23   | FX   | FX MOVIE PRIME< | 10/30/17   | 11/5/17   | 19:00      | 24:00     | X | X |   |   |   |   |   | -   | -   | 2           | \$16.00   | \$32.00    | 30       | PRE          |
| 24   | FXNC | AMERICAS NEWS<  | 10/23/17   | 10/29/17  | 11:00      | 19:00     |   |   |   |   |   | X | X | -   | -   | 1           | \$20.00   | \$20.00    | 30       | PRE          |
| 25   | FXNC | VARIOUS         | 10/23/17   | 10/29/17  | 05:00      | 09:00     |   |   | X | X | X | X | X | -   | -   | 3           | \$16.00   | \$48.00    | 30       | PRE          |
| 26   | FXNC | VARIOUS         | 10/23/17   | 10/29/17  | 09:00      | 16:00     |   |   | X | X | X | X | X | -   | -   | 2           | \$14.00   | \$28.00    | 30       | PRE          |
| 27   | FXNC | VARIOUS         | 10/23/17   | 10/29/17  | 16:00      | 19:00     |   |   | X | X | X | X | X | -   | -   | 1           | \$20.00   | \$20.00    | 30       | PRE          |
| 28   | FXNC | VARIOUS         | 10/23/17   | 10/29/17  | 19:00      | 24:00     |   |   | X | X | X | X | X | -   | -   | 3           | \$29.00   | \$87.00    | 30       | PRE          |
| 29   | FXNC | FOX AND FRIEND< | 10/30/17   | 11/5/17   | 05:00      | 09:00     | X | X |   |   |   |   |   | -   | -   | 3           | \$16.00   | \$48.00    | 30       | PRE          |
| 30   | FXNC | VARIOUS         | 10/30/17   | 11/5/17   | 09:00      | 16:00     | X | X |   |   |   |   |   | -   | -   | 1           | \$14.00   | \$14.00    | 30       | PRE          |
| 31   | FXNC | VARIOUS         | 10/30/17   | 11/5/17   | 16:00      | 19:00     | X | X |   |   |   |   |   | -   | -   | 1           | \$20.00   | \$20.00    | 30       | PRE          |
| 32   | FXNC | AVG. ALL WKS<   | 10/30/17   | 11/5/17   | 19:00      | 24:00     | X | X |   |   |   |   |   | -   | -   | 3           | \$29.00   | \$87.00    | 30       | PRE          |
| 33   | HGTV | AVG. ALL WKS    | 10/23/17   | 10/29/17  | 11:00      | 19:00     |   |   |   |   |   | X | X | -   | -   | 3           | \$13.00   | \$39.00    | 30       | PRE          |
| 34   | HGTV | AVG. ALL WKS<   | 10/23/17   | 10/29/17  | 09:00      | 16:00     |   |   | X | X | X | X | X | -   | -   | 2           | \$8.00    | \$16.00    | 30       | PRE          |
| 35   | HGTV | AVG. ALL WKS<   | 10/23/17   | 10/29/17  | 16:00      | 19:00     |   |   | X | X | X | X | X | -   | -   | 2           | \$13.00   | \$26.00    | 30       | PRE          |
| 36   | HGTV | AVG. ALL WKS<   | 10/23/17   | 10/29/17  | 19:00      | 24:00     |   |   | X | X | X | X | X | -   | -   | 6           | \$20.00   | \$120.00   | 30       | PRE          |
| 37   | HGTV | AVG. ALL WKS<   | 10/30/17   | 11/5/17   | 09:00      | 16:00     | X | X |   |   |   |   |   | -   | -   | 1           | \$8.00    | \$8.00     | 30       | PRE          |
| 38   | HGTV | AVG. ALL WKS    | 10/30/17   | 11/5/17   | 16:00      | 19:00     | X | X |   |   |   |   |   | -   | -   | 1           | \$13.00   | \$13.00    | 30       | PRE          |
| 39   | HGTV | VARIOUS         | 10/30/17   | 11/5/17   | 19:00      | 24:00     | X | X |   |   |   |   |   | -   | -   | 3           | \$20.00   | \$60.00    | 30       | PRE          |
| 40   | HIST | AVG. ALL WKS<   | 10/23/17   | 10/29/17  | 11:00      | 19:00     |   |   |   |   |   | X | X | -   | -   | 3           | \$16.00   | \$48.00    | 30       | PRE          |
| 41   | HIST | OFF AIR<        | 10/23/17   | 10/29/17  | 05:00      | 09:00     |   |   | X | X | X | X | X | -   | -   | 1           | \$12.00   | \$12.00    | 30       | PRE          |
| 42   | HIST | AVG. ALL WKS<   | 10/23/17   | 10/29/17  | 09:00      | 16:00     |   |   | X | X | X | X | X | -   | -   | 3           | \$10.00   | \$30.00    | 30       | PRE          |

## NCC Cable System Order

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| Order #     | 62466764                     |
| Syscode     | 1073                         |
| System Name | Prime Media/Roanoke Zone, VA |
| Market      | Roanoke-Lynchburg            |

|                   |                          |
|-------------------|--------------------------|
| AE                | Tiffany Solis            |
| Sales Coordinator | Jeff Moring              |
| Office            | Washington               |
| Phone             | (301) 951-2620           |
| Status            | Not accepted             |
| Survey            | DMA Nielsen Live+1 Jul17 |
| -                 |                          |

|              |                               |
|--------------|-------------------------------|
| Flight Dates | 10/23/17 - 11/05/17           |
| Agency       | Strategic Media Services, Inc |
| Advertiser   | Ed Gillespie for VA Governor  |

|               |      |
|---------------|------|
| Client Code   | 277  |
| Product Code  | 357  |
| Est Code      | 3233 |
| Product Name  |      |
| Credit Status |      |

|                 |                   |
|-----------------|-------------------|
| Primary Demo    | Adults 35+        |
| Makegood Policy | Approval Required |

|                  |               |      |   |
|------------------|---------------|------|---|
| Update Date      | 10/24/17      |      |   |
| Version          | 1 Vs. 1       |      |   |
| Show All Lines   |               |      |   |
| Total # of Weeks | 2             |      |   |
| Total            | \$1,982.00    |      |   |
| Commission       | \$297.30      |      |   |
| Net Total        | \$1,684.70    |      |   |
| Total Spots      | 126           |      |   |
| Affiliate Split  | 100.0         |      |   |
| Sold On          | Cost Per Spot |      |   |
| GRP              | -             | GIMP | - |
| CPP              | -             | CPM  | - |

|            |   |
|------------|---|
| Comments : | 10.24 New order. Please review and confirm. Thanks! |
|------------|---|

| Line | Net  | Program                     | Start Date | Stop Date | Start Time | Stop Time | M | T | W | T | F | S | S | RTG | IMP | Total Spots | Unit Cost | Total Cost | Spot Len | Line Comment |
|------|------|-----------------------------|------------|-----------|------------|-----------|---|---|---|---|---|---|---|-----|-----|-------------|-----------|------------|----------|--------------|
| 43   | HIST | AVG. ALL WKS<               | 10/23/17   | 10/29/17  | 16:00      | 19:00     |   |   | X | X | X | X | X | -   | -   | 2           | \$16.00   | \$32.00    | 30       | PRE          |
| 44   | HIST | AVG. ALL WKS<               | 10/23/17   | 10/29/17  | 19:00      | 24:00     |   |   | X | X | X | X | X | -   | -   | 3           | \$23.00   | \$69.00    | 30       | PRE          |
| 45   | HIST | OFF AIR<                    | 10/30/17   | 11/5/17   | 05:00      | 09:00     | X | X |   |   |   |   |   | -   | -   | 1           | \$12.00   | \$12.00    | 30       | PRE          |
| 46   | HIST | AMERICAN PICKE<             | 10/30/17   | 11/5/17   | 09:00      | 16:00     | X | X |   |   |   |   |   | -   | -   | 1           | \$10.00   | \$10.00    | 30       | PRE          |
| 47   | HIST | AMERICAN PICKE/AVG. ALL WKS | 10/30/17   | 11/5/17   | 16:00      | 19:00     | X | X |   |   |   |   |   | -   | -   | 1           | \$16.00   | \$16.00    | 30       | PRE          |
| 48   | HIST | VARIOUS                     | 10/30/17   | 11/5/17   | 19:00      | 24:00     | X | X |   |   |   |   |   | -   | -   | 3           | \$23.00   | \$69.00    | 30       | PRE          |
| 49   | TNT  | VARIOUS                     | 10/23/17   | 10/29/17  | 11:00      | 19:00     |   |   |   |   |   | X | X | -   | -   | 1           | \$16.00   | \$16.00    | 30       | PRE          |
| 50   | TNT  | LAW & ORDER<                | 10/23/17   | 10/29/17  | 05:00      | 09:00     |   |   | X | X | X | X | X | -   | -   | 2           | \$12.00   | \$24.00    | 30       | PRE          |
| 51   | TNT  | VARIOUS                     | 10/23/17   | 10/29/17  | 09:00      | 16:00     |   |   | X | X | X | X | X | -   | -   | 3           | \$10.00   | \$30.00    | 30       | PRE          |
| 52   | TNT  | BONES<                      | 10/23/17   | 10/29/17  | 16:00      | 19:00     |   |   | X | X | X | X | X | -   | -   | 3           | \$16.00   | \$48.00    | 30       | PRE          |
| 53   | TNT  | AVG. ALL WKS<               | 10/23/17   | 10/29/17  | 19:00      | 24:00     |   |   | X | X | X | X | X | -   | -   | 3           | \$23.00   | \$69.00    | 30       | PRE          |
| 54   | TNT  | CHARMED<                    | 10/30/17   | 11/5/17   | 05:00      | 09:00     | X | X |   |   |   |   |   | -   | -   | 1           | \$12.00   | \$12.00    | 30       | PRE          |
| 55   | TNT  | SUPERNATURAL<               | 10/30/17   | 11/5/17   | 09:00      | 16:00     | X | X |   |   |   |   |   | -   | -   | 2           | \$10.00   | \$20.00    | 30       | PRE          |
| 56   | TNT  | TNT WEEKDAY MO/AVG. ALL WKS | 10/30/17   | 11/5/17   | 16:00      | 19:00     | X | X |   |   |   |   |   | -   | -   | 1           | \$16.00   | \$16.00    | 30       | PRE          |

## NCC Cable System Order

|                   |   |                 |                               |                  |               |
|-------------------|---|-----------------|-------------------------------|------------------|---------------|
| Order #           | 62466764  | Flight Dates    | 10/23/17 - 11/05/17           | Update Date      | 10/24/17      |
| Syscode           | 1073  | Agency          | Strategic Media Services, Inc | Version          | 1 Vs. 1       |
| System Name       | Prime Media/Roanoke Zone, VA                        | Advertiser      | Ed Gillespie for VA Governor  | Show All Lines   |               |
| Market            | Roanoke-Lynchburg                                   |                 |                               | Total # of Weeks | 2             |
|                   |   | Client Code     | 277                           | Total            | \$1,982.00    |
| AE                | Tiffany Solis                                       | Product Code    | 357                           | Commission       | \$297.30      |
| Sales Coordinator | Jeff Moring   | Est Code        | 3233                          | Net Total        | \$1,684.70    |
| Office            | Washington  | Product Name    |                               | Total Spots      | 126           |
| Phone             | (301) 951-2620                                      | Credit Status   |                               | Affiliate Split  | 100.0         |
| Status            | Not accepted  |                 |                               | Sold On          | Cost Per Spot |
| Survey            | DMA Nielsen Live+1 Jul17                            | Primary Demo    | Adults 35+                    | GRP              | -             |
| -                 |   | Makegood Policy | Approval Required             | GIMP             | -             |
|                   |   |                 |                               | CPP              | -             |
|                   |   |                 |                               |                  |               |
| Comments :        | 10.24 New order. Please review and confirm. Thanks! |                 |                               |                  |               |

| Line | Net | Program       | Start Date | Stop Date | Start Time | Stop Time | M | T | W | T | F | S | S | RTG | IMP | Total Spots | Unit Cost | Total Cost | Spot Len | Line Comment |
|------|-----|---------------|------------|-----------|------------|-----------|---|---|---|---|---|---|---|-----|-----|-------------|-----------|------------|----------|--------------|
| 57   | TNT | AVG. ALL WKS< | 10/30/17   | 11/5/17   | 19:00      | 24:00     | X | X |   |   |   |   |   | -   | -   | 2           | \$23.00   | \$46.00    | 30       | PRE          |

|              | Oct 2017   | Nov 2017 | Dec 2017 | Jan 2018 | Feb 2018 | Mar 2018 | Apr 2018 | May 2018 | Jun 2018 | Jul 2018 | Aug 2018 | Sep 2018 | Total      |
|--------------|------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|------------|
| <b>SPOTS</b> | 86         | 40       | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 0        | 126        |
| <b>AMT</b>   | \$1,321.00 | \$661.00 | \$0.00   | \$0.00   | \$0.00   | \$0.00   | \$0.00   | \$0.00   | \$0.00   | \$0.00   | \$0.00   | \$0.00   | \$1,982.00 |

SYSTEM APP: \_\_\_\_\_ SALES \_\_\_\_\_ ACCT \_\_\_\_\_

Date Printed 10/24/17

62466764 | Roanoke-Lynchburg | Prime Media/Roanoke Zone, VA | 1073 |