

# ORDER



**Orders**  
**Order / Rev:** 1197003  
**Alt Order #:** WOC14260123  
**Product Desc:** TV  
**Estimate:** 2282  
**Flight Dates:** 09/13/23 - 09/19/23  
**Original Date / Rev:** 09/08/23 / 09/21/23  
**Order Type:** GENERAL

**WTVR**  
**Primary AE:** Gianna Elizardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** Medium Buying LLC  
**Buying Contact:**  
**Billing Contact:**  
 815 Grandview Ave STE 600  
 Columbus, OH 43215

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Taylor/Republican/Delegate  
**Demographic:** A35+  
**Product Codes:** State Candidate  
**Revenue Code 1:** DISC  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** P-3

**New Business End:**  
**Advertiser External ID:** 278574  
**Agency External ID:** 114639  
**Unit Code:** General  
**Order Separation:** 00:10:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/28/23	09/24/23	65	\$18,630.00	\$15,835.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	65	\$18,630.00	\$15,835.50	0.00
<b>Totals</b>	<b>65</b>	<b>\$18,630.00</b>	<b>\$15,835.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Gianna Elizardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVR	09/13/23	09/15/23	M-F 5-530am News M-F 5-530am News (Program: CBS6 EARLY MRNG 5A) 1295934 Index: 111	CM	5:00 AM-5:30 AM	--WTF--	:30	3	\$50.00	P-6	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/23	09/19/23	--WTF--		3		\$50.00		0.00					
N 2	WTVR	09/13/23	09/19/23	M-F 6-630am News M-F 6-630am News (Program: CBS6 THIS MRNG) 1295934 Index: 99	CM	6:00 AM-6:30 AM	MTWTF--	:30	4	\$250.00	P-6	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/23	09/19/23	MTWTF--		4		\$250.00		0.00					
N 3	WTVR	09/13/23	09/19/23	M-F 630-7am News M-F 630-7am News (Program: CBS6 THIS MRNG) 1295934 Index: 99	CM	6:30 AM-7:00 AM	MTWTF--	:30	4	\$300.00	P-6	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/13/23	09/19/23	MTWTF--		4		\$300.00		0.00					
N 4	WTVR	09/13/23	09/19/23	M-F CBS Mornings 7-8a M-F CBS Mornings 7-8a (Program: CBS MORNINGS) 1295934 Index: 114	CM	7:00 AM-8:00 AM	MTWTF--	:30	5	\$250.00	P-6	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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Advertiser: Taylor/Republican/Delegate  
 Product Desc: TV  
 Estimate: 2282  
**WTVR**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WTVR	09/13/23	09/16/23	SA 7-730am News SA 7-730am News	CM	7-730am	-----S-	:30	1	\$125.00	P-6	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/13/23	09/19/23	MTWTF--		5				\$250.00		0.00			
		(Program: CBS6 SAT MRNG AT 7A) 1295934 Index: 102													
N 6	WTVR	09/13/23	09/17/23	SU 7-730am News SU 7-730am News	CM	7-730am	-----S	:30	1	\$125.00	P-6	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/11/23	09/17/23	-----S-		1				\$125.00		0.00			
		(Program: CBS6 SUN MRNG AT 7A) 1295934 Index: 102													
N 7	WTVR	09/13/23	09/19/23	M-F 9-10am M-F 9-10am	CM	9:00 AM-10:00 AM	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/13/23	09/19/23	MTWTF--		5				\$150.00		0.00			
		(Program: VA THIS MORNING) 1295934 Index: 103													
N 8	WTVR	09/13/23	09/19/23	M-F 10-11am M-F 10-11am	CM	10:00 AM-11:00 AM	MTWTF--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/13/23	09/19/23	MTWTF--		5				\$375.00		0.00			
		(Program: LETS MAKE A DEAL) 1295934 Index: 108													
N 9	WTVR	09/13/23	09/19/23	M-F 11am-12pm M-F 11am-12pm	CM	11:00 AM-12:00 PM	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/13/23	09/19/23	MTWTF--		5				\$800.00		0.00			
		(Program: PRICE IS RIGHT) 1295934 Index: 106													
N 10	WTVR	09/13/23	09/19/23	M-F 12-1230pm News M-F 12-1230pm News	CM	12:00 PM-12:30 PM	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/13/23	09/19/23	MTWTF--		5				\$450.00		0.00			
		(Program: CBS6 NEWS AT NOON) 1295934 Index: 96													
N 11	WTVR	09/13/23	09/19/23	M-F 3-4pm M-F 3-4pm	CM	3:00 PM-4:00 PM	MTWTF--	:30	6	\$225.00	P-3	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/13/23	09/19/23	MTWTF--		6				\$225.00		0.00			
		(Program: JENNIFER HUDSON) 1295934 Index: 106													
N 12	WTVR	09/13/23	09/19/23	M-F 5-530pm News M-F 5-530pm News	CM	5:00 PM-5:30 PM	MTWTF--	:30	8	\$300.00	P-3	0.00	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/13/23	09/19/23	MTWTF--		8				\$300.00		0.00			
		(Program: CBS6 LIVE AT 5P) 1295934 Index: 92													
N 13	WTVR	09/13/23	09/19/23	M-F 530-6pm News M-F 530-6pm News	CM	5:30 PM-6:00 PM	MTWTF--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/13/23	09/19/23	MTWTF--		5				\$300.00		0.00			
		(Program: CBS6 NEWS AT 530P) 1295934 Index: 93													
N 14	WTVR	09/18/23	09/19/23	M-F 5-530am News M-F 5-530am News	CM	5:00 AM-5:30 AM	MT-----	:30	4	\$60.00	P-6	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/13/23	09/19/23	MT-----		4				\$60.00		0.00			
		(Program: CBS6 EARLY MRNG 5A) 1295934 Index: 111													
N 15	WTVR	09/13/23	09/19/23		CM	10-11am	MTWTF--	:30	1	\$375.00	P-3	0.00	NM	2	\$375.00

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 Estimate: 2282  
**WTVR**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 10-11am											
				M-F 10-11am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/23	09/17/23	-----			0		\$375.00		0.00				
Week:		09/18/23	09/24/23	MT-----			1		\$375.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTVR	09/18/23-09/24/23		M-F 10-11am		10-11am	MT-----	:30		<del>(\$375.00)</del>		0.00	NM		
See MG 15.2, 15.3															
[Cannot be placed; already a Taylor spo in each CM pod during timeframe]															
2	NTVR	09/18/23-09/24/23		SU 6-630am News		6-630am	-----Su	:30		\$75.00		0.00	NM		
Ⓜ MG for 15.1 09/18															
3	NTVR	09/18/23-09/24/23		M-F 530-6pm News		530-6pm	MTWThF----	:30		\$300.00		0.00	NM		
Ⓜ MG for 15.1 09/18															
N16	WTVR	09/13/23	09/19/23	M-F 430-5am	CM	430-5am	MTWTF--	:30	2	\$20.00	P-6	0.00	NM	2	\$40.00
				M-F 430-5am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/23	09/17/23	-----			0		\$20.00		0.00				
Week:		09/18/23	09/24/23	MT-----			2		\$20.00		0.00				
													Totals	65	\$18,630.00