

# ORDER



**Orders**  
**Order / Rev:** 1195449  
**Alt Order #:** WOC14256075  
**Product Desc:** TV  
**Estimate:** 2281  
**Flight Dates:** 09/06/23 - 09/12/23  
**Original Date / Rev:** 09/05/23 / 09/06/23  
**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	09/12/23	53	\$19,340.00	\$16,439.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	53	\$19,340.00	\$16,439.00	0.00
<b>Totals</b>	<b>53</b>	<b>\$19,340.00</b>	<b>\$16,439.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Gianna Elizardo	EWSDC	NAT	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	09/06/23	09/08/23	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	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/06/23	09/12/23	--WTF--		2		\$150.00		0.00					
N 2	WTVR	09/06/23	09/12/23	M-F 6-630am News M-F 6-630am News (Program: CBS6 THIS MRNG) 1295934 Index: 99	CM	6:00 AM-6:30 AM	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$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: 09/06/23	09/12/23	--WTF--		3		\$400.00		0.00					
N 3	WTVR	09/06/23	09/12/23	M-F 630-7am News M-F 630-7am News (Program: CBS6 THIS MRNG) 1295934 Index: 99	CM	6:30 AM-7:00 AM	MT-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/06/23	09/12/23	MT-----		2		\$450.00		0.00					
N 4	WTVR	09/06/23	09/12/23	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	MT-----	:30	2	\$550.00	P-3	0.00	NM	5	\$2,750.00
		<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: 2281  
**WTVR**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WTVR	09/06/23	09/09/23	SA 7-8am News	CM	7:00 AM-8:00 AM	-----S-	:30	1	\$200.00	P-3	0.00	NM	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:		09/06/23	09/12/23	MT-----		5				\$550.00		0.00			
		(Program: CBS6 SAT MRNG AT 7A)													
		1295934 Index: 102													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/23	09/10/23	-----S-		1				\$200.00		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	MTVR	09/04/23-09/10/23	SA 7-730am News			7-730am	-----Sa--	:30		\$200.00		0.00	NM		
N 6	WTVR	09/06/23	09/10/23	SU 7-8am News	CM	7:00 AM-8:00 AM	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		(Program: CBS6 SUN MRNG AT 7A)													
		1295934 Index: 102													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/23	09/10/23	-----S		1				\$200.00		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	MTVR	09/04/23-09/10/23	SU 7-730am News			7-730am	-----Su	:30		\$200.00		0.00	NM		
N 7	WTVR	09/06/23	09/12/23	M-F 9-10am	CM	9:00 AM-10:00 AM	MT-----	:30	2	\$65.00	P-6	0.00	NM	2	\$130.00
		(Program: VA THIS MORNING)													
		1295934 Index: 103													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/06/23	09/12/23	MT-----		2				\$65.00		0.00			
N 8	WTVR	09/06/23	09/12/23	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
		(Program: LETS MAKE A DEAL)													
		1295934 Index: 108													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/06/23	09/12/23	MTWTF--		5				\$375.00		0.00			
N 9	WTVR	09/06/23	09/12/23	M-F 11am-12pm	CM	11:00 AM-12:00 PM	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		(Program: PRICE IS RIGHT)													
		1295934 Index: 106													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/06/23	09/12/23	MTWTF--		4				\$800.00		0.00			
N 10	WTVR	09/06/23	09/12/23	M-F 12-1230pm News	CM	12:00 PM-12:30 PM	MT-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		(Program: CBS6 NEWS AT NOON)													
		1295934 Index: 96													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/06/23	09/12/23	MT-----		2				\$450.00		0.00			
N 11	WTVR	09/06/23	09/12/23	M-F 3-4pm	CM	3:00 PM-4:00 PM	--WTF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		(Program: JENNIFER HUDSON)													
		1295934 Index: 106													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/06/23	09/12/23	--WTF--		3				\$225.00		0.00			
N 12	WTVR	09/06/23	09/12/23	M-F 5-530pm News	CM	5:00 PM-5:30 PM	MTWTF--	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
		(Program: CBS6 LIVE AT 5P)													
		1295934 Index: 92													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/06/23	09/12/23	MTWTF--		4				\$300.00		0.00			
N 13	WTVR	09/06/23	09/12/23	M-F 530-6pm News	CM	5:30 PM-6:00 PM	MTWTF--	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
		(Program: CBS6 NEWS AT 530P)													
		1295934 Index: 93													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/06/23	09/12/23	MTWTF--		4				\$300.00		0.00			
N 15	WTVR	09/11/23	09/12/23	M-F 6-630am News	CM	6:00 AM-6:30 AM	MT-----	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		M-F 6-630am News													

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**WTVR**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: CBS6 THIS MRNG) 1295934 Index: 99															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/06/23	09/12/23	MT-----					2	\$375.00		0.00			
N 16	WTVR	09/06/23	09/12/23	M-F 630-7am News M-F 630-7am News	CM	6:30 AM-7:00 AM	--WTF--	:30	3	\$425.00	P-6	0.00	NM	3	\$1,275.00
(Program: CBS6 THIS MRNG) 1295934 Index: 99															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/06/23	09/12/23	--WTF--					3	\$425.00		0.00			
N 17	WTVR	09/06/23	09/12/23	M-F CBS Mornings 7-8a M-F CBS Mornings 7-8a	CM	7:00 AM-8:00 AM	--WTF--	:30	3	\$350.00	P-6	0.00	NM	3	\$1,050.00
(Program: CBS MORNINGS) 1295934 Index: 114															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/06/23	09/12/23	MTWTF--					3	\$350.00		0.00			
N 18	WTVR	09/06/23	09/12/23	M-F 9-10am M-F 9-10am	CM	9:00 AM-10:00 AM	--WTF--	:30	3	\$125.00	P-6	0.00	NM	3	\$375.00
(Program: VA THIS MORNING) 1295934 Index: 103															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/06/23	09/12/23	--WTF--					3	\$125.00		0.00			
N 19	WTVR	09/06/23	09/12/23	M-F 12-1230pm News M-F 12-1230pm News	CM	12:00 PM-12:30 PM	--WTF--	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
(Program: CBS6 NEWS AT NOON) 1295934 Index: 96															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/06/23	09/12/23	--WTF--					2	\$550.00		0.00			
N 20	WTVR	09/06/23	09/12/23	M-F 3-4pm M-F 3-4pm	CM	3:00 PM-4:00 PM	MT-----	:30	1	\$60.00	P-6	0.00	NM	2	\$60.00
(Program: JENNIFER HUDSON) 1295934 Index: 106															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/06/23	09/12/23	MT-----					1	\$60.00		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>		
2	WTVR	09/06/23-09/12/23	M-F 3-4pm		3:00 PM-4:00 PM		MT-----	:30		<del>(\$60.00)</del>		0.00	NM		
See MG 20.3,20.4 [wrong rate. should be \$75]															
3	NTVR	09/11/23-09/12/23	M-F 5-530am News		5-530am		MT-----	:30		\$50.00		0.00	NM		
Ⓜ MG for 20.2 09/12															
4	NTVR	09/06/23-09/12/23	SA 135-4am		135-4am		-----Sa--	:30		\$10.00		0.00	NM		
Ⓜ MG for 20.2 09/12															
Totals													53	\$19,340.00	