

# ORDER



**Cleveland WJW**

**Orders**  
**Order / Rev:** 3486067  
**Alt Order #:** 10368731  
**Product Desc:** WHALEY-STEPHENS  
**Estimate:** 10782  
**Flight Dates:** 03/29/22 - 04/04/22  
**Original Date / Rev:** 03/28/22 / 03/28/22  
**Order Type:** REG

**Primary AE:** Telerep Philadelphia  
**Sales Office:** T-PHI  
**Sales Region:** Nat

**Agency Name:** Sena Kozar Strategies  
**Buying Contact:** MICHELE CERTO  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

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

**Advertiser Name:** POL/NanWhaleyGov/CherylStephensL  
**Demographic:** A35+  
**Product Codes:** PL14  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P3

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

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/24/22	31	\$22,000.00	\$18,700.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	31	\$22,000.00	\$18,700.00	0.00
<b>Totals</b>	<b>31</b>	<b>\$22,000.00</b>	<b>\$18,700.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Telerep Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
Cleveland WJW	30%	\$22,000.00
Market	100%	\$73,333.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
EJW	0%	\$0.00
UNKWN	70%	\$51,333.33
WBNX	0%	\$0.00
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	0%	\$0.00
WGGN	0%	\$0.00
WKYC	0%	\$0.00
WMFD	0%	\$0.00
WOAC	0%	\$0.00
WOIO	0%	\$0.00
WQHS	0%	\$0.00
WUAB	0%	\$0.00
WVIZ	0%	\$0.00
WVPX	0%	\$0.00

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 Estimate: 10782  
 Cleveland WJW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WJW	04/04/22	04/04/22	M-F 6a-7a 6:00 AM-6:30 AM	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	1-----	:30	1	\$1,200.00	P3	0.00	NM	1	\$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: 04/04/22	04/10/22	1-----		1		\$1,200.00		0.00					
N 2	WJW	03/29/22	03/29/22	M-F 6a-7a 6:00 AM-6:30 AM	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-1-----	:30	1	\$850.00	P4	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/28/22	04/03/22	-1-----		1		\$850.00		0.00					
N 3	WJW	03/31/22	03/31/22	M-F 6a-7a 6:30 AM-7:00 AM	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	---1---	:30	1	\$850.00	P4	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/28/22	04/03/22	---1---		1		\$850.00		0.00					
N 4	WJW	04/04/22	04/04/22	M-F 7a-8a 7:30 AM-8:00 AM	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	1-----	:30	1	\$1,200.00	P3	0.00	NM	1	\$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: 04/04/22	04/10/22	1-----		1		\$1,200.00		0.00					
N 5	WJW	03/30/22	03/30/22	M-F 7a-8a 7:30 AM-8:00 AM	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	--1----	:30	1	\$850.00	P4	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/28/22	04/03/22	--1----		1		\$850.00		0.00					
N 6	WJW	04/01/22	04/01/22	M-F 7a-8a 7:30 AM-8:00 AM	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	----1--	:30	1	\$850.00	P4	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/28/22	04/03/22	----1--		1		\$850.00		0.00					
N 7	WJW	03/29/22	03/29/22	M-F 8a-9a 8:30 AM-9:00 AM	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-1-----	:30	1	\$850.00	P4	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/28/22	04/03/22	-1-----		1		\$850.00		0.00					
N 8	WJW	03/31/22	03/31/22	M-F 8a-9a 8:30 AM-9:00 AM	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	---1---	:30	1	\$850.00	P4	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/28/22	04/03/22	---1---		1		\$850.00		0.00					
N 9	WJW	04/04/22	04/04/22	M-F 9a-10a 9:30 AM-10:00 AM	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	1-----	:30	1	\$950.00	P3	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/04/22	04/10/22	1-----		1		\$950.00		0.00					
N 10	WJW	04/01/22	04/01/22	M-F 9a-10a 9:30 AM-10:00 AM	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	----1--	:30	1	\$700.00	P4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/28/22	04/03/22	----1--		1		\$700.00		0.00					
N 11	WJW	03/30/22	03/30/22	M-F 10a-11a M-F 10a-11a	CM	10a-11a	--1----	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/28/22	04/03/22	--1----		1		\$400.00		0.00					
N 12	WJW	03/29/22	03/29/22	M-F 1p-2p M-F 1p-2p	CM	1p-2p	-1-----	:30	1	\$175.00	P4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/28/22	04/03/22	-1-----		1		\$175.00		0.00					
N 13	WJW	03/30/22	03/30/22	M-F 1p-2p M-F 1p-2p	CM	1p-2p	--1----	:30	1	\$175.00	P4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/28/22	04/03/22	--1----		1		\$175.00		0.00					
N 14	WJW	03/31/22	03/31/22	M-F 3p-4p 3:30 PM-4:00 PM	CM	3:30 PM-4:00 PM (3:30 PM-4:00 PM)	---1---	:30	1	\$350.00	P4	0.00	NM	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: 03/28/22	04/03/22	---1---		1		\$350.00		0.00					
N 15	WJW	04/01/22	04/01/22	M-F 3p-4p 3:30 PM-4:00 PM	CM	3:30 PM-4:00 PM (3:30 PM-4:00 PM)	----1--	:30	1	\$350.00	P4	0.00	NM	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: 03/28/22	04/03/22	----1--		1		\$350.00		0.00					

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 Product Desc: WHALEY-STEPHENS  
 Estimate: 10782  
**Cleveland WJW**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	WJW	03/29/22	03/29/22	M-F 4p-5p 4:30 PM-5:00 PM	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	-1-----	:30	1	\$650.00	P4	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/22	04/03/22	----1--		1				\$350.00		0.00			
N 17	WJW	03/30/22	03/30/22	M-F 4p-5p 4:30 PM-5:00 PM	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	--1----	:30	1	\$650.00	P4	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/22	04/03/22	-1-----		1				\$650.00		0.00			
N 18	WJW	04/01/22	04/01/22	M-F 5p-6p 5:30 PM-6:00 PM	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	----1--	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/22	04/03/22	----1--		1				\$900.00		0.00			
N 19	WJW	04/04/22	04/04/22	M-F 6p-7p 6:00 PM-6:30 PM	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	1-----	:30	1	\$1,500.00	P3	0.00	NM	1	\$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: 04/04/22	04/10/22	1-----		1				\$1,500.00		0.00			
N 20	WJW	03/31/22	03/31/22	M-F 6p-7p 6:00 PM-6:30 PM	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	---1---	:30	1	\$1,000.00	P4	0.00	NM	1	\$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: 03/28/22	04/03/22	---1---		1				\$1,000.00		0.00			
N 21	WJW	03/29/22	03/29/22	M-F 6p-7p 6:30 PM-7:00 PM	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	-1-----	:30	1	\$1,000.00	P4	0.00	NM	1	\$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: 03/28/22	04/03/22	-1-----		1				\$1,000.00		0.00			
N 22	WJW	03/29/22	03/29/22	M-Su 10p-11p 10:00 PM-10:30 PM	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PI-1----	:30	1	\$1,000.00	P4	0.00	NM	1	\$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: 03/28/22	04/03/22	-1-----		1				\$1,000.00		0.00			
N 23	WJW	04/02/22	04/02/22	M-Su 10p-11p 10:00 PM-10:30 PM	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PI-----1-	:30	1	\$1,000.00	P4	0.00	NM	1	\$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: 03/28/22	04/03/22	-----1-		1				\$1,000.00		0.00			
N 24	WJW	04/03/22	04/03/22	M-Su 10p-11p 10:00 PM-10:30 PM	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PI-----1	:30	1	\$1,000.00	P4	0.00	NM	1	\$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: 03/28/22	04/03/22	-----1		1				\$1,000.00		0.00			
N 25	WJW	04/02/22	04/02/22	Sa 7a-8a Sa 7a-8a	CM	7a-8a	-----1-	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/22	04/03/22	-----1-		1				\$400.00		0.00			
N 26	WJW	04/02/22	04/02/22	Sa 8a-9a Sa 8a-9a	CM	8a-9a	-----1-	:30	1	\$500.00	P4	0.00	NM	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: 03/28/22	04/03/22	-----1-		1				\$500.00		0.00			
N 27	WJW	04/02/22	04/02/22	Sa 6p-7p Sa 6p-7p	CM	6p-7p	-----1-	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/22	04/03/22	-----1-		1				\$400.00		0.00			
N 29	WJW	04/02/22	04/02/22	Sa 12a-1a Sa 12a-1a	CM	12a-1a	-----1-	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/22	04/03/22	-----1-		1				\$100.00		0.00			
N 30	WJW	04/03/22	04/03/22	Su 8a-9a Su 8a-9a	CM	8a-9a	-----1	:30	1	\$500.00	P4	0.00	NM	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: 03/28/22	04/03/22	-----1		1				\$500.00		0.00			
N 31	WJW	04/03/22	04/03/22		CM	9a-10a		:30	1	\$500.00	P4	0.00	NM	1	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Su 9a-10a			-----1								
				Su 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/22	04/03/22	-----1					1	\$500.00		0.00			
N 32	WJW	04/03/22	04/03/22	Su 11a-1130a	CM	11a-1130a	-----1	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				Su 11a-1130a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/22	04/03/22	-----1					1	\$300.00		0.00			
													Totals	31	\$22,000.00