

ORDER



Cleveland WJW

Orders
Order / Rev: 3499313
Alt Order #: 10372040
Product Desc: WHALEY-STEPHENS
Estimate: 10788
Flight Dates: 04/05/22 - 04/11/22
Original Date / Rev: 04/01/22 / 04/06/22
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: P5

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	34	\$27,125.00	\$23,056.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	34	\$27,125.00	\$23,056.25	0.00
Totals	34	\$27,125.00	\$23,056.25	0.00

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	33%	\$27,125.00
Market	100%	\$82,196.97

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EJW	0%	\$0.00
UNKWN	0%	\$0.00
WBNX	2%	\$1,643.94
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	23%	\$18,905.30
WGGN	0%	\$0.00
WKYC	17%	\$13,973.48
WMFD	0%	\$0.00
WOAC	0%	\$0.00
WOIO	22%	\$18,083.33
WQHS	0%	\$0.00
WUAB	3%	\$2,465.91
WVIZ	0%	\$0.00
WVPX	0%	\$0.00

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 Cleveland WJW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WJW	04/11/22	04/11/22	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	\$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: 04/11/22	04/17/22	1-----		1		\$1,200.00		0.00					
N 2	WJW	04/05/22	04/05/22	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	\$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 3	WJW	04/07/22	04/07/22	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	\$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 4	WJW	04/06/22	04/06/22	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	04/08/22	04/08/22	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 6	WJW	04/11/22	04/11/22	M-F 9a-10a 9:00 AM-9:30 AM	CM	9:00 AM-9:30 AM (9:00 AM-9:30 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: 04/11/22	04/17/22	1-----		1		\$950.00		0.00					
N 7	WJW	04/05/22	04/05/22	M-F 9a-10a 9:00 AM-9:30 AM	CM	9:00 AM-9:30 AM (9:00 AM-9:30 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 8	WJW	04/07/22	04/07/22	M-F 9a-10a 9:00 AM-9:30 AM	CM	9:00 AM-9:30 AM (9:00 AM-9:30 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 9	WJW	04/09/22	04/09/22	Sa 7a-8a Sa 7a-8a	CM	7a-8a	-----1-	:30	1	\$500.00	P3	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: 04/04/22	04/10/22	-----1-		1		\$500.00		0.00					
N 10	WJW	04/09/22	04/09/22	Sa 8a-9a Sa 8a-9a	CM	8a-9a	-----1-	:30	1	\$700.00	P3	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: 04/04/22	04/10/22	-----1-		1		\$700.00		0.00					
N 11	WJW	04/09/22	04/09/22	Sa 9a-10a Sa 9a-10a	CM	9a-10a	-----1-	:30	1	\$700.00	P3	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: 04/04/22	04/10/22	-----1-		1		\$700.00		0.00					
N 12	WJW	04/10/22	04/10/22	Su 7a-8a Su 7a-8a	CM	7a-8a	-----1	:30	1	\$500.00	P3	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: 04/04/22	04/10/22	-----1		1		\$500.00		0.00					
N 13	WJW	04/10/22	04/10/22	Su 8a-9a Su 8a-9a	CM	8a-9a	-----1	:30	1	\$700.00	P3	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: 04/04/22	04/10/22	-----1		1		\$700.00		0.00					
N 14	WJW	04/10/22	04/10/22	Su 9a-10a Su 9a-10a	CM	9a-10a	-----1	:30	1	\$700.00	P3	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: 04/04/22	04/10/22	-----1		1		\$700.00		0.00					
N 15	WJW	04/11/22	04/11/22	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: 04/11/22	04/17/22	1-----		1		\$175.00		0.00					

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 Estimate: 10788
Cleveland WJW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	WJW	04/05/22	04/05/22	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: 04/11/22	04/17/22	1-----					1	\$175.00		0.00			
N 17	WJW	04/07/22	04/07/22	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: 04/04/22	04/10/22	-1-----					1	\$175.00		0.00			
N 18	WJW	04/11/22	04/11/22	M-F 3p-4p	CM	3:30 PM-4:00 PM	1-----	:30	1	\$500.00	P3	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: 04/11/22	04/17/22	1-----					1	\$500.00		0.00			
N 19	WJW	04/06/22	04/06/22	M-F 3p-4p	CM	3:30 PM-4:00 PM	--1----	:30	1	\$500.00	P3	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: 04/04/22	04/10/22	--1----					1	\$500.00		0.00			
N 20	WJW	04/08/22	04/08/22	M-F 3p-4p	CM	3:30 PM-4:00 PM	----1--	:30	1	\$500.00	P3	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: 04/04/22	04/10/22	----1--					1	\$500.00		0.00			
N 21	WJW	04/06/22	04/06/22	M-F 5p-6p	CM	5:30 PM-6:00 PM	--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 22	WJW	04/08/22	04/08/22	M-F 5p-6p	CM	5:30 PM-6:00 PM	----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 23	WJW	04/11/22	04/11/22	M-F 6p-7p	CM	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: 04/11/22	04/17/22	1-----					1	\$1,500.00		0.00			
N 24	WJW	04/05/22	04/05/22	M-F 6p-7p	CM	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 25	WJW	04/07/22	04/07/22	M-F 6p-7p	CM	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 26	WJW	04/09/22	04/09/22	Sa 7p-8p	CM	7p-8p	-----1-	:30	1	\$350.00	P5	0.00	NM	0	\$0.00
		<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	\$350.00		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	WJW	04/04/22-04/10/22	Sa 7p-8p		7p-8p	-----Sa--	:30		(\$350.00)		0.00	NM		
	Credited [CREDIT 1X NA L26 MG 2X L32-L33]														
N 27	WJW	04/11/22	04/11/22	M-Su 10p-11p	CM	10:00 PM-10:30 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: 04/11/22	04/17/22	1-----					1	\$1,500.00		0.00			
N 28	WJW	04/05/22	04/05/22	M-Su 10p-11p	CM	10:00 PM-10:30 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 29	WJW	04/06/22	04/06/22		CM	10:00 PM-10:30 PM	--1----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00

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Cleveland WJW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-Su 10p-11p 10:00 PM-10:30 PM (10:00 PM-10:30 PM)											
		<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 30	WJW	04/07/22	04/07/22	M-F 1130p-12a M-F 1130p-12a	CM	1130p-12a	---1---	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		<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	\$300.00	0.00								
N 31	WJW	04/08/22	04/08/22	M-F 1130p-12a M-F 1130p-12a	CM	1130p-12a	----1--	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		<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	\$300.00	0.00								
N 32	WJW	04/07/22	04/11/22	M-F 4a-430a M-F 4a-430a	CM	4a-430a	M--TF--	:30	2	\$100.00	P5	0.00	NM	2	\$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	---TF--	2	\$100.00	0.00								
Week:		04/11/22	04/17/22	-----	0	\$0.00	0.00								
N 33	WJW	04/08/22	04/08/22	M-F 4a-430a M-F 4a-430a	CM	4a-430a	----F--	: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:		04/04/22	04/10/22	----F--	1	\$100.00	0.00								
N 34	WJW	04/08/22	04/08/22	M-F 430a-5a M-F 430a-5a	CM	430a-5a	----F--	:30	1	\$150.00	P5	0.00	NM	1	\$150.00
		<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	----F--	1	\$150.00	0.00								
													Totals	34	\$27,125.00