

# ORDER



**Orders**  
**Order / Rev:** 324014  
 Alt Order #:  
**Product Desc:** Broadcast  
**Estimate:** 5242  
**Flight Dates:** 09/18/17 - 10/01/17  
**Original Date / Rev:** 09/15/17 / 09/15/17  
**Order Type:** GENERAL

**WEWS**  
**Primary AE:** Tara Washburn  
**Sales Office:** WEWSL  
**Sales Region:** LOC

**Agency Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

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

**Advertiser Name:** Marsy's Law  
**Demographic:** A35+  
**Product Codes:** PL Ballot Issue  
**Priority:** DEF  
**Revenue Code 1:** POL  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/28/17	09/24/17	64	\$29,625.00	\$25,181.25
09/25/17	10/01/17	64	\$30,375.00	\$25,818.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2017	64	\$29,625.00	\$25,181.25	144.40
October 2017	64	\$30,375.00	\$25,818.75	144.40
<b>Totals</b>	<b>128</b>	<b>\$60,000.00</b>	<b>\$51,000.00</b>	<b>288.80</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tara Washburn			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	WEWS	09/18/17	09/24/17	M-F 5-6am GMC M-F 5-6am GMC	CM	5-6am	MTWTF--	:30	3	\$200.00	P-2	1.10	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	MTWTF--		3				\$200.00		1.10			
N 2	WEWS	09/25/17	10/01/17	M-F 5-6am GMC M-F 5-6am GMC	CM	5-6am	MTWTF--	:30	3	\$200.00	P-1	1.10	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	MTWTF--		3				\$200.00		1.10			
N 3	WEWS	09/18/17	09/24/17	M-F 6-7am GMC M-F 6-7am GMC	CM	6-7am	MTWTF--	:30	3	\$400.00	P-3	1.60	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: 09/18/17	09/24/17	MTWTF--		3				\$400.00		1.60			
N 4	WEWS	09/25/17	10/01/17	M-F 6-7am GMC M-F 6-7am GMC	CM	6-7am	MTWTF--	:30	3	\$450.00	P-1	1.60	NM	3	\$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: 09/25/17	10/01/17	MTWTF--		3				\$450.00		1.60			
N 5	WEWS	09/18/17	09/24/17	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	MTWTF--	:30	6	\$550.00	P-2	2.10	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	MTWTF--		6				\$550.00		2.10			

Order / Rev: 324014  
 Alt Order #:  
 Flight Dates: 09/18/17 - 10/01/17

Advertiser: Marsy's Law  
 Product Desc: Broadcast  
 Estimate: 5242  
**WEWS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WEWS	09/25/17	10/01/17	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	MTWTF--	:30	6	\$600.00	P-1	2.10	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	MTWTF--					6	\$600.00		2.10			
N 7	WEWS	09/18/17	10/01/17	M-F 4-430a AM this Morn M-F 4-430a AM this Morn.	CM	4-430am	MTWT--S	:30	3	\$50.00	P-1	0.40	NM	6	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	MTWT--S					3	\$50.00		0.40			
		Week: 09/25/17	10/01/17	MTWT--S					3	\$50.00		0.40			
N 8	WEWS	09/18/17	10/01/17	M-F 430-5am News M-F 430-5am News	CM	430-5am	MTWTF--	:30	3	\$75.00	P-1	0.50	NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	MTWTF--					3	\$75.00		0.50			
		Week: 09/25/17	10/01/17	MTWTF--					3	\$75.00		0.50			
N 9	WEWS	09/18/17	10/01/17	SA 6-7am News SA 6-7am News	CM	6-7am	-----S-	:30	1	\$200.00	P-3	1.00	NM	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: 09/18/17	09/24/17	-----S-					1	\$200.00		1.00			
		Week: 09/25/17	10/01/17	-----S-					1	\$200.00		1.00			
N 10	WEWS	09/18/17	10/01/17	SA 7-8am GMA SA 7-8am GMA	CM	7-8am	-----S-	:30	1	\$300.00	P-1	1.40	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	-----S-					1	\$300.00		1.40			
		Week: 09/25/17	10/01/17	-----S-					1	\$300.00		1.40			
N 11	WEWS	09/18/17	10/01/17	SA 8-10am News SA 8-10am News	CM	8-10am	-----S-	:30	2	\$250.00	P-2	2.00	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: 09/18/17	09/24/17	-----S-					2	\$250.00		2.00			
		Week: 09/25/17	10/01/17	-----S-					2	\$250.00		2.00			
N 12	WEWS	09/18/17	10/01/17	SU 7-8am GMA SU 7-8am GMA	CM	7-8am	-----S	:30	1	\$300.00	P-1	1.60	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	-----S					1	\$300.00		1.60			
		Week: 09/25/17	10/01/17	-----S					1	\$300.00		1.60			
N 13	WEWS	09/18/17	10/01/17	SU 8-9am News SU 8-9am News	CM	8-9am	-----S	:30	1	\$300.00	P-1	1.80	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	-----S					1	\$300.00		1.80			
		Week: 09/25/17	10/01/17	-----S					1	\$300.00		1.80			
N 14	WEWS	09/18/17	10/01/17	SU 10-11am News SU 10-11am News	CM	10-11am	-----S	:30	1	\$200.00	P-2	1.60	NM	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: 09/18/17	09/24/17	-----S					1	\$200.00		1.60			
		Week: 09/25/17	10/01/17	-----S					1	\$200.00		1.60			
N 15	WEWS	09/18/17	09/24/17	M-F 9-10am M-F 9-10am	CM	9-10am	MTWTF--	:30	3	\$350.00	P-1	1.40	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	MTWTF--					3	\$350.00		1.40			
N 16	WEWS	09/25/17	10/01/17	M-F 9-10am M-F 9-10am	CM	9-10am	MTWTF--	:30	3	\$400.00	P-1	1.40	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: 09/25/17	10/01/17	MTWTF--					3	\$400.00		1.40			
N 17	WEWS	09/18/17	10/01/17	M-F 11am-12pm M-F 11am-12pm	CM	11am-12pm	MTWTF--	:30	3	\$400.00	P-1	2.40	NM	6	\$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: 09/18/17	09/24/17	MTWTF--					3	\$400.00		2.40			
		Week: 09/25/17	10/01/17	MTWTF--					3	\$400.00		2.40			
N 18	WEWS	09/18/17	10/01/17	M-F 12-1230pm News M-F 12-1230pm News	CM	12-1230pm	MTWTF--	:30	3	\$450.00	P-1	2.80	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	MTWTF--					3	\$450.00		2.80			
		Week: 09/25/17	10/01/17	MTWTF--					3	\$450.00		2.80			

Order / Rev: 324014  
 Alt Order #:  
 Flight Dates: 09/18/17 - 10/01/17

Advertiser: Marsy's Law  
 Product Desc: Broadcast  
 Estimate: 5242  
**WEWS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 18	WEWS	09/18/17	10/01/17	M-F 12-1230pm News M-F 12-1230pm News	CM	12-1230pm	MTWTF--	:30	3	\$450.00	P-1	2.80	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	MTWTF--					3	\$450.00		2.80			
		Week: 09/25/17	10/01/17	MTWTF--					3	\$450.00		2.80			
N 19	WEWS	09/18/17	09/24/17	M-F 4-5pm M-F 4-5pm	CM	4-5pm	MTWTF--	:30	3	\$350.00	P-1	1.40	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	MTWTF--					3	\$350.00		1.40			
N 20	WEWS	09/25/17	10/01/17	M-F 4-5pm M-F 4-5pm	CM	4-5pm	MTWTF--	:30	3	\$300.00	P-1	1.40	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	MTWTF--					3	\$300.00		1.40			
N 21	WEWS	09/18/17	09/24/17	M-F 5-6pm News M-F 5-6pm News	CM	5-6pm	MTWTF--	:30	3	\$450.00	P-2	3.60	NM	3	\$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: 09/18/17	09/24/17	MTWTF--					3	\$450.00		3.60			
N 22	WEWS	09/25/17	10/01/17	M-F 5-6pm News M-F 5-6pm News	CM	5-6pm	MTWTF--	:30	3	\$500.00	P-1	3.60	NM	3	\$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: 09/25/17	10/01/17	MTWTF--					3	\$500.00		3.60			
N 23	WEWS	09/18/17	09/24/17	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	MTWTF--	:30	3	\$550.00	P-3	4.80	NM	3	\$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: 09/18/17	09/24/17	MTWTF--					3	\$550.00		4.80			
N 24	WEWS	09/25/17	10/01/17	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	MTWTF--	:30	3	\$600.00	P-2	4.80	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	MTWTF--					3	\$600.00		4.80			
N 25	WEWS	09/18/17	10/01/17	ABC World News M-F ABC World News M-F	CM	630-7pm	MTWTF--	:30	3	\$1,000.00	P-1	5.60	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	MTWTF--					3	\$1,000.00		5.60			
		Week: 09/25/17	10/01/17	MTWTF--					3	\$1,000.00		5.60			
N 26	WEWS	09/18/17	09/24/17	SA 6-630pm News SA 6-630pm News	CM	6-630pm	-----S-	:30	1	\$400.00	P-2	1.40	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: 09/18/17	09/24/17	-----S-					1	\$400.00		1.40			
N 27	WEWS	09/25/17	10/01/17	SA 6-630pm News SA 6-630pm News	CM	6-630pm	-----S-	:30	1	\$400.00	P-1	1.40	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: 09/25/17	10/01/17	-----S-					1	\$400.00		1.40			
N 28	WEWS	09/18/17	10/01/17	ABC World News Saturd ABC World News Saturday	CM	630-7pm	-----S-	:30	1	\$1,000.00	P-1	1.50	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	-----S-					1	\$1,000.00		1.50			
		Week: 09/25/17	10/01/17	-----S-					1	\$1,000.00		1.50			
N 29	WEWS	09/18/17	09/24/17	SU 6-630pm News SU 6-630pm News	CM	6-630pm	-----S	:30	1	\$400.00	P-2	4.60	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: 09/18/17	09/24/17	-----S					1	\$400.00		4.60			
N 30	WEWS	09/25/17	10/01/17	SU 6-630pm News SU 6-630pm News	CM	6-630pm	-----S	:30	1	\$400.00	P-1	4.60	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: 09/25/17	10/01/17	-----S					1	\$400.00		4.60			
N 31	WEWS	09/18/17	09/24/17	M-F 7-730pm M-F 7-730pm	CM	7-730pm	MTWTF--	:30	3	\$600.00	P-2	2.50	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	MTWTF--					3	\$600.00		2.50			

Order / Rev: 324014  
 Alt Order #:  
 Flight Dates: 09/18/17 - 10/01/17

Advertiser: Marsy's Law  
 Product Desc: Broadcast  
 Estimate: 5242

WEWS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N32	WEWS	09/25/17	10/01/17	M-F 7-730pm M-F 7-730pm	CM	7-730pm	MTWTF--	:30	3	\$600.00	P-1	2.50	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	MTWTF--		3				\$600.00		2.50			
N33	WEWS	09/18/17	10/01/17	M-F 730-8pm M-F 730-8pm	CM	730-8pm	MTWTF--	:30	3	\$600.00	P-2	2.10	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	MTWTF--		3				\$600.00		2.10			
		Week: 09/25/17	10/01/17	MTWTF--		3				\$600.00		2.10			
N34	WEWS	09/18/17	10/01/17	M-SU 11-1135pm News M-SU 11-1135pm News	CM	11-1135pm	MTWTFSS	:30	5	\$1,000.00	P-1	3.50	NM	10	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	MTWTFSS		5				\$1,000.00		3.50			
		Week: 09/25/17	10/01/17	MTWTFSS		5				\$1,000.00		3.50			
N35	WEWS	09/18/17	09/24/17	SU 1135p-12a Sports Extra SU 1135p-12a Sports Extra	CM	1135pm-12am	-----S	:30	1	\$400.00	P-2	1.20	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: 09/18/17	09/24/17	-----S		1				\$400.00		1.20			
N36	WEWS	09/25/17	10/01/17	SU 1135p-12a Sports Extra SU 1135p-12a Sports Extra	CM	1135pm-12am	-----S	:30	1	\$400.00	P-1	1.20	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: 09/25/17	10/01/17	-----S		1				\$400.00		1.20			
N37	WEWS	09/18/17	09/24/17	Kimmel 1135pm Kimmel 1135pm	CM	1135pm-1237am	MTWTF--	:30	3	\$300.00	P-3	1.20	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/17	09/24/17	MTWTF--		3				\$300.00		1.20			
N38	WEWS	09/25/17	10/01/17	Kimmel 1135pm Kimmel 1135pm	CM	1135pm-1237am	MTWTF--	:30	3	\$300.00	P-1	1.20	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/17	10/01/17	MTWTF--		3				\$300.00		1.20			
													Totals	128	\$60,000.00