

# ORDER



Cleveland WJW

**Orders**  
**Order / Rev:** 2752639  
 Alt Order #: \_\_\_\_\_  
**Product Desc:** BETSY RADER SENATE - 11.2 11.3  
 Estimate: \_\_\_\_\_  
**Flight Dates:** 11/02/20 - 11/03/20  
**Original Date / Rev:** 10/30/20 / 10/30/20  
**Order Type:** REG

**Primary AE:** WJW Local House  
**Sales Office:** L-CLE  
**Sales Region:** Loc

**Agency**  
**Name:** Precision New Media  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
456 South Front Street  
Columbus, OH 43215

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

**Advertiser**  
**Name:** POL/Betsy Rader/State Senate/OH/De  
**Demographic:** A18+  
**Product Codes:** PL15  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P5

**Order Brand:** \_\_\_\_\_  
**New Business Thru:** \_\_\_\_\_  
**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
10/26/20	11/29/20	4	\$3,200.00	\$2,720.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	4	\$3,200.00	\$2,720.00	0.00
<b>Totals</b>	<b>4</b>	<b>\$3,200.00</b>	<b>\$2,720.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WJW Local House			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
Cleveland WJW	40%	\$3,200.00
Market	100%	\$8,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
EJW	0%	\$0.00
UNKWN	60%	\$4,800.00
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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 Flight Dates: 11/02/20 - 11/03/20

Advertiser: POL/Betsy Rader/State Senate/OH/Dem  
 Product Desc: BETSY RADER SENATE - 11.2 11.3  
 Estimate:  
**Cleveland WJW**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WJW	11/02/20	11/03/20	M-F 7a-8a M-F 7a-8a	CM	7a-8a	11-----	:30	2	\$850.00	P4	0.00	NM	2	\$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: 11/02/20	11/08/20	11-----		2		\$850.00		0.00					
N 2	WJW	11/02/20	11/03/20	M-F 8a-9a M-F 8a-9a	CM	8a-9a	11-----	:30	2	\$750.00	P4	0.00	NM	2	\$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: 11/02/20	11/08/20	11-----		2		\$750.00		0.00					
													Totals	4	\$3,200.00