

**ORDER**

WOIO

**Orders**  
**Order / Rev:** 1608317  
**Alt Order #:**  
**Product Desc:** Candidate B Addition  
**Estimate:**  
**Flight Dates:** 11/03/16 - 11/07/16  
**Original Date / Rev:** 11/01/16 / 11/02/16  
**Order Type:** General  
**Primary AE:** House WOIO/WUAB  
**Sales Office:** L-CLE  
**Sales Region:** Local

**Agency**  
**Name:** Midwest Communications & Media.  
**Buying Contact:** Bob Clegg  
**Billing Contact:**  
 49 South Grant Avenue  
 Columbus, OH 43215  
**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/OHROC  
**Demographic:** HH  
**Product Codes:** PL10b  
**Priority:** P 8  
**Revenue Codes:** Agency, Political, Pol-Candidate  
**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/07/16	19	\$10,020.00	\$8,517.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	19	\$10,020.00	\$8,517.00	40.90
<b>Totals</b>	<b>19</b>	<b>\$10,020.00</b>	<b>\$8,517.00</b>	<b>40.90</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House WOIO/WUAB			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
E 1	WOIO	11/03/16	11/07/16	Cleveland 19 News at 5a	Comm	5-6a	M--TF--	:30	2	\$40.00	P 8	0.40	NM	3	\$120.00
				Cleveland 19 News at 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--					2	\$40.00		0.40			
		Week: 11/07/16	11/13/16	M-----					1	\$40.00		0.40			
E 2	WOIO	11/03/16	11/07/16	Cleveland 19 News at 6a	Comm	6-7a	M--TF--	:30	2	\$50.00	P 8	0.80	NM	3	\$150.00
				Cleveland 19 News at 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--					2	\$50.00		0.80			
		Week: 11/07/16	11/13/16	M-----					1	\$50.00		0.80			
E 3	WOIO	11/03/16	11/07/16	The Talk	Comm	2-3p	M--TF--	:30	2	\$350.00	P 6	1.30	NM	3	\$1,050.00
				The Talk											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--					2	\$350.00		1.30			
		Week: 11/07/16	11/13/16	M-----					1	\$350.00		1.30			
E 4	WOIO	11/03/16	11/07/16	SYN M-F 3-4P	Comm	3-4P	M--TF--	:30	2	\$150.00	P 6	0.60	NM	3	\$450.00
				M-F 3-4P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--					2	\$150.00		0.60			
		Week: 11/07/16	11/13/16	M-----					1	\$150.00		0.60			
E 5	WOIO	11/05/16	11/05/16	Sa Cleve 19 News at 11p	Comm	11p-1135p	11P-12-----S-	:30	1	\$500.00	P 6	2.50	NM	1	\$500.00
				Sa Cleve 19 News at 11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S-					1	\$500.00		2.50			

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 Alt Order #:  
 Flight Dates: 11/03/16 - 11/07/16

Advertiser: POL/OHROC  
 Product Desc: Candidate B Addition  
 Estimate: WOIO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WOIO	11/06/16	11/06/16	Su Cleve 19 News at 11p Su Cleve 19 News at 11p	Comm	11p-1135p/11p-12	-----S	:30	1	\$750.00	P 6	4.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	-----S		1			\$750.00			4.00			
E 7	WOIO	11/04/16	11/04/16	NET Fri Hour 1 Fri Hour 1	Comm	8-9p	----F--	:30	1	\$1,500.00	P 8	4.10	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:		10/31/16	11/06/16	----F--		1			\$1,500.00			4.10			
E 8	WOIO	11/04/16	11/04/16	NET Fri Hour 3 Fri Hour 3	Comm	10-11p	----F--	:30	1	\$1,750.00	P 8	8.60	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	----F--		1			\$1,750.00			8.60			
E 9	WOIO	11/05/16	11/05/16	Saturday Prime Sat Prime 8-10P	Comm	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	-----S-	:30	3	\$750.00	P 9	3.10	NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/31/16	11/06/16	-----S-		3			\$750.00			3.10			
<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	WOIO	10/31/16-11/06/16		Saturday Prime		8:00 PM-10:00 PM	-----Sa--	:30		<del>(\$750.00)</del>		3.10	NM		
	See MG 9.4,9.5 [PROGRAM CHANGE-NCAA Prime Football]														
2	WOIO	10/31/16-11/06/16		Saturday Prime		8:00 PM-10:00 PM	-----Sa--	:30		<del>(\$750.00)</del>		3.10	NM		
	See MG 9.4,9.5 [PROGRAM CHANGE-NCAA Prime Football]														
3	WOIO	10/31/16-11/06/16		Saturday Prime		8:00 PM-10:00 PM	-----Sa--	:30		<del>(\$750.00)</del>		3.10	NM		
	See MG 9.4,9.5 [PROGRAM CHANGE-NCAA Prime Football]														
4	WOIO	11/05/16-11/05/16		Lt Sa Cleve19 News at 11p		11p-2a	-----Sa--	:30		\$500.00		3.10	NM		
	Ⓜ MG for 9.3,9.2,9.1														
5	WOIO	11/05/16-11/05/16		NET NCAA Prime Football		NET NCAA Prime	-----Sa--	:30		\$1,750.00		3.10	NM		
	Ⓜ MG for 9.3,9.2,9.1														
E 10	WOIO	11/06/16	11/06/16	NET Sun Hour 4 Sun Hour 4	Comm	10-11p	-----S	:30	1	\$1,500.00	P 8	6.20	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:		10/31/16	11/06/16	-----S		1			\$1,500.00			6.20			
													Totals	19	\$10,020.00