

ORDER

Orders
Order / Rev: 1375400
Alt Order #:
Product Desc: Flight Three :60 Spot TV Buy
Estimate: 1855
Flight Dates: 09/21/15 - 09/30/15
Original Date / Rev: 09/17/15 / 09/17/15
Order Type: Political

WUAB

Primary AE: House WOIO/WUAB
Sales Office: L-CLE
Sales Region: Local

Agency
Name: Midwest Communications & Media.
Buying Contact: Bob Clegg
Billing Contact:
 155 East Broad Street, Suite 2020
 Columbus, OH 43215

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

Advertiser
Name: ISS/Responsible Ohio
Demographic: A35+
Product Codes: PL20
Priority: P 8
Revenue Codes: Agency, Political, Pol-Issue

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/15	09/27/15	17	\$3,350.00	\$2,847.50
09/28/15	09/30/15	9	\$1,770.00	\$1,504.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2015	17	\$3,350.00	\$2,847.50	0.00
October 2015	9	\$1,770.00	\$1,504.50	0.00
Totals	26	\$5,120.00	\$4,352.00	0.00

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
N 1	WUAB	09/21/15	09/25/15	Cleve 19 News on 43 at 7a M-F 19 Action News at 7a	Comm	7-8a	MTWTF--	1:00	5	\$40.00	P 8	0.00	NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	MTWTF--					5	\$40.00		0.00			
N 2	WUAB	09/28/15	09/30/15	Cleve 19 News on 43 at 7a M-F 19 Action News at 7a	Comm	7-8a	MTW----	1:00	3	\$40.00	P 8	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/15	10/04/15	MTW----					3	\$40.00		0.00			
N 3	WUAB	09/21/15	09/25/15	SYN M-F 730-8P M-F 730-8p	Comm	730-8p	MTWTF--	1:00	5	\$350.00	P 8	0.00	NM	5	\$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: 09/21/15	09/27/15	MTWTF--					5	\$350.00		0.00			
N 4	WUAB	09/28/15	09/30/15	SYN M-F 730-8P M-F 730-8p	Comm	730-8p	MTW----	1:00	3	\$350.00	P 8	0.00	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: 09/28/15	10/04/15	MTW----					3	\$350.00		0.00			
N 5	WUAB	09/21/15	09/25/15	LF NET HOUR 1 LF NET HOUR 1	Comm	M-F 11P-12A	MTWTF--	1:00	5	\$200.00	P 8	0.00	NM	5	\$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: 09/21/15	09/27/15	MTWTF--					5	\$200.00		0.00			
N 6	WUAB	09/28/15	09/30/15	LF NET HOUR 1 LF NET HOUR 1	Comm	M-F 11P-12A	MTW----	1:00	3	\$200.00	P 8	0.00	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>			

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N 6	WUAB	09/28/15	09/30/15	LF NET HOUR 1 LF NET HOUR 1	Comm	M-F 11P-12A	MTW----	1:00	3	\$200.00	P 8	0.00	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:	09/28/15	10/04/15	MTW----		3				\$200.00		0.00			
N 7	WUAB	09/26/15	09/26/15	Sat Hour 1 Sat 8-830p	Comm	Sat 8-830p (7:58 PM-8:30 PM)	-----S-	1:00	1	\$200.00	P 8	0.00	NM	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:	09/21/15	09/27/15	-----S-		1				\$200.00		0.00			
N 8	WUAB	09/27/15	09/27/15	Sun Hour 1 Sun 8-9p	Comm	Sun 8-9p (7:58 PM-9:00 PM)	-----S	1:00	1	\$200.00	P 8	0.00	NM	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:	09/21/15	09/27/15	-----S		1				\$200.00		0.00			
													Totals	26	\$5,120.00