

ORDER



Orders
Order / Rev: 479877
Alt Order #:
Product Desc:
Estimate: 5869
Flight Dates: 11/02/18 - 11/06/18
Original Date / Rev: 11/01/18 / 11/01/18
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: LaRose-Faber/Republican/SOS&State
Demographic: A35+
Product Codes: PL State Candidate
Revenue Code 1: POL
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-1

New Business Thru:
Advertiser External ID: 241153
Agency External ID: 121403
Unit Code: General
Order Separation: 00:20:00

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/29/18 | 11/06/18 | 29 | \$27,575.00 | \$23,438.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|--------------|
| November 2018 | 29 | \$27,575.00 | \$23,438.75 | 56.50 |
| Totals | 29 | \$27,575.00 | \$23,438.75 | 56.50 |

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 | 11/02/18 | 11/06/18 | M-F 6-7am GMC M-F 6-7am GMC | CM | 6-7am | ----- | :30 | 0 | \$700.00 | P-1 | 1.80 | NM | 3 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/18 | 11/04/18 | ----F-- | | 2 | | | | \$700.00 | | 1.80 | | | |
| | | Week: 11/05/18 | 11/11/18 | MT----- | | 1 | | | | \$700.00 | | 1.80 | | | |
| N 2 | WEWS | 11/03/18 | 11/03/18 | SA 7-8am GMA SA 7-8am GMA | CM | 7-8am | -----S- | :30 | 1 | \$500.00 | P-1 | 1.80 | 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: 10/29/18 | 11/04/18 | -----S- | | 1 | | | | \$500.00 | | 1.80 | | | |
| N 3 | WEWS | 11/03/18 | 11/03/18 | SA 8-10am News SA 8-10am News | CM | 8-10am | -----S- | :30 | 2 | \$450.00 | P-1 | 1.20 | 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: 10/29/18 | 11/04/18 | -----S- | | 3 | | | | \$450.00 | | 1.20 | | | |
| N 4 | WEWS | 11/04/18 | 11/04/18 | SU 7-8am GMA SU 7-8am GMA | CM | 7-8am | -----S | :30 | 1 | \$500.00 | P-1 | 1.70 | 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: 10/29/18 | 11/04/18 | -----S | | 1 | | | | \$500.00 | | 1.70 | | | |
| N 5 | WEWS | 11/04/18 | 11/04/18 | SU 8-9am News SU 8-9am News | CM | 8-9am | -----S | :30 | 1 | \$450.00 | P-1 | 1.40 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/18 | 11/04/18 | -----S | | 1 | | | | \$450.00 | | 1.40 | | | |

Order / Rev: 479877
Alt Order #:
Flight Dates: 11/02/18 - 11/06/18

Advertiser: LaRose-Faber/Republican/SOS&State A
Product Desc:
Estimate: 5869

WEWS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|-------------|
| N 6 | WEWS | 11/02/18 | 11/06/18 | M-F 12-1pm News M-F 12-1pm News | CM | 12-1pm | ----- | :30 | 0 | \$575.00 | P-1 | 2.40 | NM | 3 | \$1,725.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/18 | 11/04/18 | ----F-- | | | | | 2 | \$575.00 | | 2.40 | | | |
| | | Week: 11/05/18 | 11/11/18 | MT----- | | | | | 1 | \$575.00 | | 2.40 | | | |
| N 7 | WEWS | 11/05/18 | 11/05/18 | M-F 5-6pm News M-F 5-6pm News | CM | 5-6pm | M----- | :30 | 1 | \$650.00 | P-1 | 2.40 | NM | 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: 11/05/18 | 11/11/18 | M----- | | | | | 1 | \$650.00 | | 2.40 | | | |
| N 8 | WEWS | 11/04/18 | 11/04/18 | SU 6-630pm News SU 6-630pm News | CM | 6-630pm | -----S | :30 | 1 | \$600.00 | P-1 | 4.30 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/18 | 11/04/18 | -----S | | | | | 1 | \$600.00 | | 4.30 | | | |
| N 9 | WEWS | 11/04/18 | 11/04/18 | Sunday Prime A AMFV | CM | 7-8pm | -----S | :30 | 1 | \$4,500.00 | P-1 | 6.90 | NM | 1 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/18 | 11/04/18 | -----S | | | | | 1 | \$4,500.00 | | 6.90 | | | |
| N 10 | WEWS | 11/02/18 | 11/06/18 | M-SU 11-1135pm News M-SU 11-1135pm News | CM | 11-1135pm | ----- | :30 | 0 | \$1,000.00 | P-1 | 3.50 | NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/18 | 11/04/18 | ----FSS | | | | | 2 | \$1,000.00 | | 3.50 | | | |
| | | Week: 11/05/18 | 11/11/18 | M----- | | | | | 1 | \$1,000.00 | | 3.50 | | | |
| N 11 | WEWS | 11/03/18 | 11/03/18 | College FB - Sa Late College FB - Sa Late | CM | 330-7pm | -----S- | :30 | 2 | \$4,500.00 | P-1 | 2.10 | NM | 2 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/18 | 11/04/18 | -----S- | | | | | 2 | \$4,500.00 | | 2.10 | | | |
| N 12 | WEWS | 11/02/18 | 11/06/18 | M-F 4-5pm M-F 4-5pm | CM | 4-5pm | ----- | :30 | 0 | \$400.00 | P-1 | 0.90 | 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: 10/29/18 | 11/04/18 | ----F-- | | | | | 2 | \$400.00 | | 0.90 | | | |
| | | Week: 11/05/18 | 11/11/18 | MT----- | | | | | 1 | \$400.00 | | 0.90 | | | |
| N 13 | WEWS | 11/05/18 | 11/05/18 | Nightline 1237am Nightline 1237am | CM | 1237-107am | M----- | :30 | 1 | \$275.00 | P-1 | 0.80 | NM | 1 | \$275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/18 | 11/11/18 | M----- | | | | | 1 | \$275.00 | | 0.80 | | | |
| N 14 | WEWS | 11/03/18 | 11/03/18 | SA 8-10am News SA 8-10am News | CM | 8-10am | -----S- | :30 | 1 | \$450.00 | P-1 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/18 | 11/04/18 | -----S- | | | | | 1 | \$450.00 | | 0.00 | | | |
| N 15 | WEWS | 11/02/18 | 11/02/18 | 107-137am 107-137am | CM | 107-137am | ----F-- | :30 | 1 | \$75.00 | P-1 | 0.00 | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/18 | 11/04/18 | ----F-- | | | | | 1 | \$75.00 | | 0.00 | | | |
| N 16 | WEWS | 11/02/18 | 11/06/18 | M-F 9-10am M-F 9-10am | CM | 9-10am | ----- | :30 | 0 | \$400.00 | P-2 | 1.20 | 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: 10/29/18 | 11/04/18 | ----F-- | | | | | 2 | \$400.00 | | 1.20 | | | |
| | | Week: 11/05/18 | 11/11/18 | MT----- | | | | | 1 | \$400.00 | | 1.20 | | | |
| | | | | | | | | | | | | | Totals | 29 | \$27,575.00 |