

# 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
<b>Totals</b>	<b>29</b>	<b>\$27,575.00</b>	<b>\$23,438.75</b>	<b>56.50</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	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			

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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