

ORDER

**WLEX**

Orders

Order / Rev: 776434

Alt Order #: WOC12748601

Product Desc: TV

Estimate: 6341

Flight Dates: 10/22/20 - 11/03/20

Original Date / Rev: 10/22/20 / 11/03/20

Order Type: GENERAL

Primary AE: Sara Milner

Sales Office: EWSDC

Sales Region: NAT

Agency

Name: Strategic Media Placement - Political

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: Barr/Republican/Congress

Demographic: A35+

Product Codes: PL Federal Candidate

Revenue Code 1: DISC

Revenue Code 2: POL

Revenue Code 3: CAND

Priority: DEF

New Business Thru:

Advertiser External ID: 263223

Agency External ID: 121403

Unit Code: General

Order Separation: 00:05:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	7	\$1,825.00	\$1,551.25
10/26/20	11/03/20	37	\$12,690.00	\$10,786.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	7	\$1,825.00	\$1,551.25	27.33
November 2020	37	\$12,690.00	\$10,786.50	127.05
Totals	44	\$14,515.00	\$12,337.75	154.38

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Sara Milner			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 2	WLEX	10/29/20	11/03/20	M-F Early Today M-F Early Today (Program: EARLY TODAY)NIELSEN LP Q4 (sell)	CM	4-430am	11-11--	:30	4	\$5.00	P-6	1.07	NM	3	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/20	11/04/20	11-11--		4				\$5.00		1.07			
	<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>		
	3	WLEX	10/29/20-11/04/20	M-F Early Today		4-430am	MT-ThF----	:30		(\$5.00)		1.07	NM		
		Credited													
N 3	WLEX	10/22/20	11/01/20	SU Today Show SU Today Show (Program: TODAY SHOW SUNDAY)NIELSEN LP Q4 (sell)	CM	8-9am	-----1	:30	1	\$300.00	P-2	3.06	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/20	10/28/20	-----1		1				\$300.00		3.06			
		Week: 10/29/20	11/04/20	-----1		1				\$300.00		3.06			
N 4	WLEX	10/22/20	11/02/20	M-F 9-10am Today II M-F 9-10am Today II (Program: TODAY SHOW 2)NIELSEN LP Q4 (sell)	CM	9-10am	1-----	:30	1	\$300.00	P-2	2.58	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/20	10/28/20	1-----		1				\$300.00		2.58			
		Week: 10/29/20	11/04/20	1-----		1				\$300.00		2.58			
N 5	WLEX	10/22/20	11/02/20		CM	12-1230pm	-1--1--	:30	2	\$225.00	P-2	2.87	NM	4	\$900.00

Order / Rev: 776434
 Alt Order #: WOC12748601
 Flight Dates: 10/22/20 - 11/03/20

Advertiser: Barr/Republican/Congress
 Product Desc: TV
 Estimate: 6341
WLEX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LEX18 News at Noon															
LEX18 News at Noon															
(Program: LEX18 NEWS @ 12N)NIELSEN LP Q4 (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/20	10/28/20	-1--1--		2				\$225.00		2.87			
Week:		10/29/20	11/04/20	1--1---		2				\$225.00		2.87			
N 6	WLEX	10/22/20	11/02/20	LEX18 News at 4pm	CM	4-430pm	1-1-1--	:30	3	\$225.00	P-2	2.27	NM	2	\$450.00
LEX18 News at 4pm															
(Program: LEX18 NEWS @ 4P)NIELSEN LP Q4 (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/20	10/28/20	1---1--		2				\$225.00		2.27			
<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>		
2	WLEX	10/22/20-10/28/20		LEX18 News at 4pm		4-430pm	M----F----	:30		(\$225.00)		2.27	NM		
Credited															
Week:		10/29/20	11/04/20	1---1--		2				\$225.00		2.27			
<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>		
5	WLEX	10/29/20-11/04/20		LEX18 News at 4pm		4-430pm	M----F----	:30		(\$225.00)		2.27	NM		
Credited															
[flight over]															
N 7	WLEX	10/22/20	11/02/20	LEX18 News at 5pm	CM	5-530pm	-1--1--	:30	2	\$300.00	P-2	3.95	NM	4	\$1,200.00
LEX18 News at 5pm															
(Program: LEX18 NEWS @ 5)NIELSEN LP Q4 (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/20	10/28/20	-1--1--		2				\$300.00		3.95			
Week:		10/29/20	11/04/20	1--1---		2				\$300.00		3.95			
N 8	WLEX	10/22/20	11/02/20	LEX18 News at 6pm	CM	6-630pm	1-1-1--	:30	3	\$525.00	P-2	6.32	NM	4	\$2,100.00
LEX18 News at 6pm															
(Program: LEX18 NEWS @ 6)NIELSEN LP Q4 (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/20	10/28/20	1---1--		2				\$525.00		6.32			
Week:		10/29/20	11/04/20	1---1--		2				\$525.00		6.32			
N 9	WLEX	10/22/20	11/02/20	Monday Prime C	CM	10-11pm	1-----	:30	1	\$900.00	P-1	4.73	NM	2	\$1,800.00
Monday Prime C															
(Program: DATELINE/WEAKEST LINK)NIELSEN LP Q4 (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/20	10/28/20	1-----		1				\$900.00		4.73			
Week:		10/29/20	11/04/20	1-----		1				\$900.00		4.73			
N 10	WLEX	10/22/20	10/27/20	Tuesday Prime B	CM	9-10pm	-1-----	:30	1	\$1,925.00	P-1	5.71	NM	7	\$1,925.00
Tuesday Prime B															
(Program: GAME OF GAMES)NIELSEN LP Q4 (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/20	10/28/20	-1-----		1				\$1,925.00		5.71			
<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	WLEX	10/22/20-10/28/20		Tuesday Prime B		9-10pm	-T-----	:30		(\$1,925.00)		5.71	NM		
See MG 10.2, 10.3, 10.4, 10.5, 10.6, 10.7, 10.8															
2	WLEX	10/26/20-10/28/20		LEX18 News at 5am		5-6am	MTW-----	:30		\$125.00		5.71	NM		
Ⓜ MG for 10.1 10/27															
3	WLEX	10/26/20-10/31/20		LEX18 News at 6am		6-7am	MTWThF----	:30		\$350.00		5.71	NM		
Ⓜ MG for 10.1 10/27															
4	WLEX	10/26/20-10/31/20		LEX18 News at 6am		6-7am	MTWThF----	:30		\$350.00		5.71	NM		
Ⓜ MG for 10.1 10/27															
5	WLEX	10/26/20-10/31/20		LEX18 News at 6am		6-7am	MTWThF----	:30		\$350.00		5.71	NM		
Ⓜ MG for 10.1 10/27															
6	WLEX	10/26/20-10/30/20		LEX18 News at 6am		6-7am	M--Th-----	:30		\$350.00		5.71	NM		
Ⓜ MG for 10.1 10/27															
7	WLEX	10/26/20-10/30/20		LEX18 News at 6am		6-7am	M--Th-----	:30		\$350.00		5.71	NM		
Ⓜ MG for 10.1 10/27															
8	WLEX	10/22/20-10/28/20		SU 930-10a		930-10a	-----Su	:30		\$50.00		5.71	NM		
Ⓜ MG for 10.1 10/27															
N 11	WLEX	10/22/20	10/28/20	Wednesday Prime Spec	CM	8-11pm	--1----	:30	1	\$600.00	P-2	7.90	NM	1	\$600.00

Order / Rev: 776434
 Alt Order #: WOC12748601
 Flight Dates: 10/22/20 - 11/03/20

Advertiser: Barr/Republican/Congress
 Product Desc: TV
 Estimate: 6341

WLEX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Wednesday Prime Special											
				(Program: AMERICA NINJA WARRIOR/CHICAGO FIRE)NIELSEN LP Q4 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/20		10/22/20	10/28/20	--1----		1				\$600.00		7.90			
N 12	WLEX	10/22/20	11/02/20	LEX18 M-F Late News	CM	11-1135pm	1-1-1--	:30	3	\$200.00	P-3	3.15	NM	6	\$1,200.00
				LEX18 M-F Late News											
				(Program: LEX18 NEWS @ 11)NIELSEN LP Q4 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/20		10/22/20	10/28/20	111-1--		4				\$200.00		3.15			
Week: 10/29/20		10/29/20	11/04/20	1---1--		2				\$200.00		3.15			
N 13	WLEX	10/22/20	10/31/20	LEX18 News at 11pm SAT	CM	11-1130pm	-----1-	:30	1	\$200.00	P-3	3.15	NM	1	\$200.00
				LEX18 News at 11pm SAT											
				(Program: LEX18 NEWS @ 11)NIELSEN LP Q4 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/20		10/22/20	10/28/20	-----		0				\$200.00		3.15			
Week: 10/29/20		10/29/20	11/04/20	-----1-		1				\$200.00		3.15			
N 14	WLEX	10/22/20	10/31/20	Saturday Night Live	CM	1130pm-1am	-----1-	:30	1	\$300.00	P-2	3.41	NM	1	\$300.00
				Saturday Night Live											
				(Program: SATURDAY NIGHT LIVE)NIELSEN LP Q4 (sell)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/20		10/22/20	10/28/20	-----		0				\$300.00		3.41			
Week: 10/29/20		10/29/20	11/04/20	-----1-		1				\$300.00		3.41			
N 18	WLEX	10/22/20	11/03/20	M-F 8-9am Today Show	CM	8-9AM	-----	:30	0	\$525.00	P-2	0.00	NM	5	\$2,625.00
				M-F 8-9am Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/19/20		10/19/20	10/25/20	-----		0				\$525.00		0.00			
Week: 10/26/20		10/26/20	11/01/20	MTWTF--		3				\$525.00		0.00			
Week: 11/02/20		11/02/20	11/08/20	MT-----		2				\$525.00		0.00			
													Totals	44	\$14,515.00