

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
															<i>Credited</i>
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

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WLEX	10/22/20	11/02/20	LEX18 News at Noon LEX18 News at Noon (Program: LEX18 NEWS @ 12N)NIELSEN LP Q4 (sell)	CM	4-430pm	1-1-1--	:30	3	\$225.00	P-2	2.27	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/20	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 7	WLEX	10/22/20	11/02/20	LEX18 News at 4pm LEX18 News at 4pm (Program: LEX18 NEWS @ 4P)NIELSEN LP Q4 (sell)	CM	4-430pm	1-1-1--	:30	3	\$225.00	P-2	2.27	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/20	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 8	WLEX	10/22/20	11/02/20	LEX18 News at 5pm LEX18 News at 5pm (Program: LEX18 NEWS @ 5)NIELSEN LP Q4 (sell)	CM	5-530pm	-1--1--	:30	2	\$300.00	P-2	3.95	NM	4	\$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: 10/22/20	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 9	WLEX	10/22/20	11/02/20	Monday Prime C Monday Prime C (Program: DATELINE/WEAKEST LINK)NIELSEN LP Q4 (sell)	CM	10-11pm	1-----	:30	1	\$900.00	P-1	4.73	NM	2	\$1,800.00
		<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				\$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 Tuesday Prime B (Program: GAME OF GAMES)NIELSEN LP Q4 (sell)	CM	9-10pm	-1-----	:30	1	\$1,925.00	P-1	5.71	NM	7	\$1,925.00
		<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				\$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

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: AMERICA NINJA WARRIOR/CHICAGO FIRE)NIELSEN LP Q4 (sell) Wednesday Prime Special <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 \$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
(Program: LEX18 NEWS @ 11)NIELSEN LP Q4 (sell) LEX18 M-F Late News <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 10/28/20 111-1-- 4 \$200.00 3.15 Week: 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
(Program: LEX18 NEWS @ 11)NIELSEN LP Q4 (sell) LEX18 News at 11pm SAT <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 ----- 0 \$200.00 3.15 Week: 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
(Program: SATURDAY NIGHT LIVE)NIELSEN LP Q4 (sell) Saturday Night Live <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 ----- 0 \$300.00 3.41 Week: 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
(Program: 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 10/25/20 ----- 0 \$525.00 0.00 Week: 10/26/20 11/01/20 MTWTF-- 3 \$525.00 0.00 Week: 11/02/20 11/08/20 MT----- 2 \$525.00 0.00															
Totals													44	\$14,515.00	