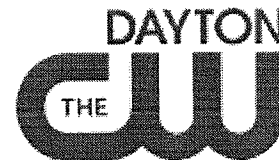


# ORDER



**Orders**  
**Order / Rev:** 504543  
**Alt Order #:**  
**Product Desc:** General Election, 2014  
**Estimate:**  
**Flight Dates:** 10/20/14 - 10/26/14  
**Original Date / Rev:** 10/16/14 / 10/16/14  
**Order Type:** REG

**WBDB**  
**Primary AE:** WBDB Political House  
**Sales Office:** L-DTN  
**Sales Region:** Loc

**Agency**  
**Name:** Midwest Communications  
**Buying Contact:**  
**Billing Contact:**  
 49 South Grant Avenue  
 Columbus, OH 43215

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

**Advertiser**  
**Name:** POL/Husted for Secretary of State (R)  
**Demographic:** A35+  
**Product Codes:** PL5  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** CO16782/TO1713  
**Agency External ID:** MO6658/TO119

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/14	10/26/14	17	\$2,150.00	\$1,827.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	17	\$2,150.00	\$1,827.50	0.00
<b>Totals</b>	<b>17</b>	<b>\$2,150.00</b>	<b>\$1,827.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WBDB Political House			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	WBDB	10/20/14	10/26/14	M-F 7a-8a	CM	M-F 7a-8a	MTWTF--	:30	5	\$50.00	P3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	MTWTF--		5				\$50.00		0.00			
N 2	WBDB	10/20/14	10/26/14	M-F 8a-9a	CM	M-F 8a-9a	MTWTF--	:30	5	\$50.00	P3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	MTWTF--		5				\$50.00		0.00			
N 3	WBDB	10/20/14	10/26/14	LN M-F 10p-1030p	CM	LN M-F 10p-1030p	MTWTF--	:30	5	\$250.00	P3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	MTWTF--		5				\$250.00		0.00			
N 4	WBDB	10/20/14	10/26/14	LN Sa	CM	Late News Sat 10p-1030p	-----S-	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----S-		1				\$150.00		0.00			
N 5	WBDB	10/20/14	10/26/14	LN Su	CM	Su Late News 10p-1030p	-----S	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----S		1				\$250.00		0.00			
<b>Totals</b>														<b>17</b>	<b>\$2,150.00</b>

Client: Husted for Secretary of State  
 Product:  
 Campaign: General Election, 2014

## Station Order

Midwest Communications & Media  
 2015 Roundwyck Lane  
 Powell, OH 43065  
 614/440-4449

Rev #: 2  
 Flight From: 09/26/2014 to 11/03/2014

Estimate No.:  
 Contract No.:  
 Job No.:

Buyer Name: Bob Clegg  
 Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Market: DAYTON  
 Station: WBDT  
 Station Contact: Kathy Umbreit

Actg. Order No.: 1366  
 WS Order No.: 11489  
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross			DMA HH (R)	DMA P 35+ (R)
				Rate/ Total	Oct 20	Total Spots		
1	MTWRF-- 07:00A-08:00A	EM	WBDT NEWS	\$50.00	5	5	0.8	0.5
				\$250.00			\$62.50	\$100.00
2	MTWRF-- 08:00A-09:00A	EM	WBDT NEWS	\$50.00	5	5	0.8	0.5
				\$250.00			\$62.50	\$100.00
3	MTWRF-- 10:00P-10:30P	LN	10PM NEWS	\$250.00	5	5	3.0	2.3
				\$1,250.00			\$83.33	\$108.70
4	-----S- 10:00P-01:03P	WE	10PM NEWS	\$150.00	1	1	1.5	1.0
				\$150.00			\$100.00	\$150.00
5	-----Su 10:00P-10:30P	WE	10PM NEWS	\$250.00	1	1	2.2	2.2
				\$250.00			\$113.64	\$113.64
				\$2,150.00	17	17		

26.7

Monthly Totals				
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	17	26.7	\$2,150.00	\$80.52
	17	26.7	\$2,150.00	\$80.52

By: \_\_\_\_\_

