

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

WBDT
Primary AE: WBDT 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
Totals	17	\$2,150.00	\$1,827.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WBDT 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	WBDT	10/20/14	10/26/14	M-F 7a-8a 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	WBDT	10/20/14	10/26/14	M-F 8a-9a 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	WBDT	10/20/14	10/26/14	LN M-F 10p-1030p 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	WBDT	10/20/14	10/26/14	LN Sa Late News Sat 10p-1030p	CM	Late News Sat 10p	-----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	WBDT	10/20/14	10/26/14	LN Su Su Late News 10p-1030p	CM	Su Late News 10p	-----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					
													Totals	17	\$2,150.00

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/ Comml 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: _____