

ORDER



Orders
Order / Rev: 1511927
Alt Order #: 08233385
Product Desc: DSCC IE
Estimate: 4613
Flight Dates: 09/20/16 - 09/26/16
Original Date / Rev: 08/05/16 / 08/05/16
Order Type: Political

WOIO

Primary AE: Teresa Difuria
Sales Office: T-PHI
Sales Region: National

Agency Name: Great American Media
Buying Contact:
Billing Contact:
 3050 K Street NW
 Washington, DC 20007

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

Advertiser Name: ISS/DSCC IE
Demographic: A35+
Product Codes: PL20
Priority: P 4
Revenue Codes: Agency, Political, Pol-Issue

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/25/16	32	\$63,175.00	\$53,698.75
09/26/16	09/26/16	6	\$11,550.00	\$9,817.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	32	\$63,175.00	\$53,698.75	0.00
October 2016	6	\$11,550.00	\$9,817.50	0.00
Totals	38	\$74,725.00	\$63,516.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Teresa Difuria			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOIO	26%	\$74,725.00
Market	100%	\$287,403.85

Competitive Share

	Share	Total
CABLE	0%	\$0.00
DUAB	0%	\$0.00
EOIO	0%	\$0.00
WBNX	1%	\$2,874.04
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	24%	\$68,976.92
WGGN	0%	\$0.00
WJW	21%	\$60,354.81
WKYC	27%	\$77,599.04
WMFD	0%	\$0.00
WOAC	0%	\$0.00
WQHS	0%	\$0.00
WUAB	1%	\$2,874.04
WVIZ	0%	\$0.00
WVPX	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WOIO	09/20/16	09/26/16	Cleveland 19 News at 11p Cleveland 19 News at 11p	Comm	11-1135p	MTWTF--	:30	1	\$3,000.00	P 2	0.00	NM	1	\$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:		09/20/16	09/26/16	MTWTF--		1				\$3,000.00		0.00			
2	WOIO	09/20/16	09/26/16	Noon News Noon News	Comm	12-1230p	MTWTF--	:30	2	\$2,000.00	P 2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--		2				\$2,000.00		0.00			
3	WOIO	09/20/16	09/26/16	Cleveland 19 News at 5a Cleveland 19 News at 5a	Comm	5-6a	MTWTF--	:30	4	\$200.00	P 2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--		4				\$200.00		0.00			
4	WOIO	09/20/16	09/26/16	Cleveland 19 News at 5p Cleveland 19 News at 5p	Comm	5-6p	MTWTF--	:30	1	\$1,200.00	P 2	0.00	NM	1	\$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:		09/20/16	09/26/16	MTWTF--		1				\$1,200.00		0.00			
5	WOIO	09/20/16	09/26/16	Cleveland 19 News at 6p Cleveland 19 News at 6p	Comm	6-630p	MTWTF--	:30	1	\$2,500.00	P 2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--		1				\$2,500.00		0.00			
6	WOIO	09/20/16	09/26/16	Cleveland 19 News at 6a Cleveland 19 News at 6a	Comm	6-7a	MTWTF--	:30	4	\$250.00	P 2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--		4				\$250.00		0.00			
7	WOIO	09/20/16	09/26/16	SYN M-F 7-730p M-F 7-730p	Comm	7-730p	MTWTF--	:30	4	\$4,500.00	P 2	0.00	NM	4	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--		4				\$4,500.00		0.00			
8	WOIO	09/20/16	09/26/16	NET CBS AM Network News CBS This Morning	Comm	7-9a	MTWTF--	:30	6	\$300.00	P 2	0.00	NM	6	\$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:		09/20/16	09/26/16	MTWTF--		6				\$300.00		0.00			
9	WOIO	09/20/16	09/26/16	SYN M-F 730-8p M-F 730-8p	Comm	730-8p	MTW-F--	:30	5	\$5,000.00	P 2	0.00	NM	5	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/20/16	09/26/16	MTW-F--		5				\$5,000.00		0.00			
10	WOIO	09/20/16	09/26/16	RI M-F 9-10A RI M-F 9-10A	Comm	9-10A	MTWTF--	:30	1	\$300.00	P 2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--		1				\$300.00		0.00			
11	WOIO	09/24/16	09/24/16	NET Sat Hour 3 Sat Hour 3	Comm	10-11p	-----1-	:30	1	\$2,500.00	P 4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/19/16	09/25/16	-----1-		1				\$2,500.00		0.00			
12	WOIO	09/24/16	09/24/16	Sa Cleve 19 News at 11p Sa Cleve 19 News at 11p	Comm	11p-1135p	-----1-	:30	1	\$1,500.00	P 2	0.00	NM	1	\$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:		09/19/16	09/25/16	-----1-		1				\$1,500.00		0.00			
13	WOIO	09/24/16	09/24/16	Sat Cleve 19 News at 7p Sat Cleve 19 News at 7p	Comm	7-8p	-----1-	:30	1	\$1,000.00	P 2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/19/16	09/25/16	-----1-		1				\$1,000.00		0.00			
14	WOIO	09/24/16	09/24/16	The Early Show Sat Early Show	Comm	9-11a	-----1-	:30	1	\$375.00	P 2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/19/16	09/25/16	-----1-		1				\$375.00		0.00			
N 15	WOIO	09/25/16	09/25/16	Cleveland 19 Sports Zone Cleveland 19 Sports Zone	Comm	1135p-1205a	-----1	:30	1	\$750.00	P 2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/19/16	09/25/16	-----1		1				\$750.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WOIO	09/25/16	09/25/16	Cleveland 19 Sports Zone Cleveland 19 Sports Zone	Comm	1135p-1205a	-----1	:30	1	\$750.00	P 2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	-----1		1				\$750.00		0.00			
<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	WOIO	09/19/16-09/25/16		Cleveland 19 Sports Zone		1135p-1205a	-----Su	:30		(\$750.00)		0.00	NM		
		See MG 15.2													
2	WOIO	09/25/16-09/25/16		Lt Su Cleve19 News at 11p		1130p-12a	(11:30 PM-12:00-----Su	:30		\$750.00		0.00	NM		
		Ⓜ MG for 15.1 09/25													
16	WOIO	09/25/16	09/25/16	Extra Weekend Extra Weekend	Comm	1205a-1235a (12:05 AM-12:35 AM)	-----1	:30	1	\$250.00	P 2	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: 09/19/16	09/25/16	-----1		1				\$250.00		0.00			
17	WOIO	09/25/16	09/25/16	Cleveland 19 News at 7a Cleveland 19 News at 7a	Comm	7-9a	-----1	:30	1	\$250.00	P 2	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: 09/19/16	09/25/16	-----1		1				\$250.00		0.00			
18	WOIO	09/25/16	09/25/16	NET Sun Hour 2 Sun Hour 2	Comm	8-9p	-----1	:30	1	\$8,500.00	P 2	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	-----1		1				\$8,500.00		0.00			
<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	WOIO	09/19/16-09/25/16		NET Sun Hour 2		8-9p	-----Su	:30		(\$8,500.00)		0.00	NM		
		See MG 18.2													
		[Program Change CASE CLOSED AIRS IN PRIME OTHER 1]													
2	WOIO	09/25/16-09/25/16		NET Sun Prime Other 1		830p-1030p	-----Su	:30		\$8,500.00		0.00	NM		
		Ⓜ MG for 18.1 09/25													
19	WOIO	09/25/16	09/25/16	NET CBS Sunday Morni CBS Sunday Morning	Comm	9-1030a	-----1	:30	1	\$2,000.00	P 2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	-----1		1				\$2,000.00		0.00			
													Totals	38	\$74,725.00