

## ORDER



**Orders**  
**Order / Rev:** 457783  
**Alt Order #:** WOC11779993  
**Product Desc:** TV  
**Estimate:** 5596  
**Flight Dates:** 10/01/18 - 11/06/18  
**Original Date / Rev:** 10/18/18 / 10/18/18  
**Order Type:** GENERAL

## WEWS

**Primary AE:** Tara Washburn  
**Sales Office:** WEWSL  
**Sales Region:** LOC

**Agency Name:** Strategic Media Placement  
**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:** LaRose/Republican/OH. Secretary of S  
**Demographic:** A35+  
**Product Codes:** PL State Candidate  
**Revenue Code 1:** POL  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** P-6

**New Business Thru:**  
**Advertiser External ID:** 240197  
**Agency External ID:** 121403  
**Unit Code:** General  
**Order Separation:** 00:30:00

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/28/18	12	\$7,550.00	\$6,417.50
10/29/18	11/06/18	52	\$49,500.00	\$42,075.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	12	\$7,550.00	\$6,417.50	35.20
November 2018	52	\$49,500.00	\$42,075.00	166.50
<b>Totals</b>	<b>64</b>	<b>\$57,050.00</b>	<b>\$48,492.50</b>	<b>201.70</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tara Washburn			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	WEWS	10/29/18	11/06/18	M-F 6-7am GMC M-F 6-7am GMC (Program: GOOD MORNING CLEVELAND - 6A)4Q18 - Selling Book	CM	6-7am	MTWTF--	:30	3	\$400.00	P-3	1.80	NM	5	\$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: 10/29/18	11/04/18	MTWTF--					4	\$400.00		1.80			
		Week: 11/05/18	11/11/18	MT-----					1	\$400.00		1.80			
N 2	WEWS	10/22/18	11/06/18	M-F 7-9am GMA M-F 7-9am GMA (Program: GOOD MORNING AMERICA)4Q18 - Selling Book	CM	7-9am	MTWTF--	:30	3	\$425.00	P-3	2.00	NM	7	\$2,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/18	10/28/18	MTWTF--					1	\$425.00		2.00			
		Week: 10/29/18	11/04/18	MTWTF--					5	\$425.00		2.00			
		Week: 11/05/18	11/11/18	MT-----					1	\$425.00		2.00			
3	WEWS	10/22/18	11/03/18	SA 8-10am News SA 8-10am News (Program: GOOD MORNING CLEVELAND - SA 8A)4Q18 - Selling Book	CM	8-10am	-----S-	:30	1	\$250.00	P-3	1.20	NM	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: 10/22/18	10/28/18	-----S-					1	\$250.00		1.20			
		Week: 10/29/18	11/04/18	-----S-					1	\$250.00		1.20			
4	WEWS	10/22/18	11/04/18	SU 7-8am GMA SU 7-8am GMA (Program: GOOD MORNING AMERICA - SU)4Q18 - Selling Book	CM	7-8am	-----S	:30	1	\$300.00	P-3	1.70	NM	2	\$600.00

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 Product Desc: TV  
 Estimate: 5596  
**WEWS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 10/22/18		10/22/18	10/28/18	-----S		1			\$300.00	1.70					
Week: 10/29/18		10/29/18	11/04/18	-----S		1			\$300.00	1.70					
N 5	WEWS	10/22/18	11/06/18	M-F 12-1pm News M-F 12-1pm News (Program: NEWS 5 AT 11AM)4Q18 - Selling Book	CM	12-1pm	MTWTF--	:30	4	\$325.00	P-3	2.40	NM	7	\$2,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 10/22/18		10/22/18	10/28/18	MTWTF--		1			\$325.00	2.40					
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		5			\$325.00	2.40					
Week: 11/05/18		11/05/18	11/11/18	MT-----		1			\$325.00	2.40					
N 6	WEWS	10/22/18	11/06/18	M-F 5-6pm News M-F 5-6pm News (Program: NEWS 5 AT 5PM)4Q18 - Selling Book	CM	5-6pm	MTWTF--	:30	3	\$350.00	P-3	2.40	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 10/22/18		10/22/18	10/28/18	MTWTF--		1			\$350.00	2.40					
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		4			\$350.00	2.40					
Week: 11/05/18		11/05/18	11/11/18	M-----		1			\$350.00	2.40					
N 7	WEWS	10/22/18	11/06/18	M-F 6-630pm News M-F 6-630pm News (Program: NEWS 5 AT 6PM)4Q18 - Selling Book	CM	6-630pm	MTWTF--	:30	3	\$600.00	P-3	3.90	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 10/22/18		10/22/18	10/28/18	MTWTF--		1			\$600.00	3.90					
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		5			\$600.00	3.90					
Week: 11/05/18		11/05/18	11/11/18	M-----		1			\$600.00	3.90					
N 8	WEWS	10/22/18	11/06/18	ABC World News M-F ABC World News M-F (Program: ABC WORLD NEWS)4Q18 - Selling Book	CM	630-7pm	MTWTF--	:30	3	\$800.00	P-2	4.70	NM	6	\$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: 10/22/18		10/22/18	10/28/18	MTWTF--		1			\$800.00	4.70					
Week: 10/29/18		10/29/18	11/04/18	MTWTF--		4			\$800.00	4.70					
Week: 11/05/18		11/05/18	11/11/18	M-----		1			\$800.00	4.70					
9	WEWS	10/22/18	11/04/18	SU 6-630pm News SU 6-630pm News (Program: NEWS 5 AT 6PM - SUN)4Q18 - Selling Book	CM	6-630pm	-----S	:30	1	\$400.00	P-2	4.30	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 10/22/18		10/22/18	10/28/18	-----S		1			\$400.00	4.30					
Week: 10/29/18		10/29/18	11/04/18	-----S		1			\$400.00	4.30					
N 10	WEWS	11/05/18	11/05/18	8-10pm Dancing 8-10pm Dancing (Program: DANCING WITH THE STARS)4Q18 - Selling Book	CM	8-10pm	M-----	:30	1	\$6,000.00	P-2	6.90	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 11/05/18		11/05/18	11/11/18	M-----		1			\$6,000.00	6.90					
N 12	WEWS	10/29/18	11/04/18	Monday Prime C The Good Doctor (Program: THE GOOD DOCTOR)4Q18 - Selling Book	CM	10-11pm	M-----	:30	1	\$4,000.00	P-3	6.60	NM	1	\$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: 10/29/18		10/29/18	11/04/18	M-----		1			\$4,000.00	6.60					
N 13	WEWS	10/29/18	11/04/18	Thursday Prime A Grey's Anatomy (Program: GREY'S ANATOMY)4Q18 - Selling Book	CM	8-9pm	---T---	:30	1	\$2,500.00	P-6	4.60	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: 10/29/18		10/29/18	11/04/18	---T---		1			\$2,500.00	4.60					
N 14	WEWS	10/22/18	11/06/18	M-SU 11-1135pm News M-SU 11-1135pm News (Program: NEWS 5 AT 11PM - M-SU)4Q18 - Selling Book	CM	11-1135pm	MTWTFSS	:30	7	\$700.00	P-3	3.50	NM	11	\$7,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 10/22/18		10/22/18	10/28/18	MTWTFSS		3			\$700.00	3.50					
Week: 10/29/18		10/29/18	11/04/18	MTWTFSS		7			\$700.00	3.50					
Week: 11/05/18		11/05/18	11/11/18	M-----		1			\$700.00	3.50					
15	WEWS	10/22/18	11/03/18	College FB - Sa Late College FB - Sa Late (Program: ABC CLG FTBL- 3:30P)4Q18 - Selling Book	CM	330-7pm	-----S-	:30	1	\$2,000.00	P-3	2.10	NM	2	\$4,000.00

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 Estimate: 5596

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/22/18		10/22/18	10/28/18	-----S-			1			\$2,000.00		2.10			
Week: 10/29/18		10/29/18	11/04/18	-----S-			1			\$2,000.00		2.10			
16	WEWS	11/05/18	11/06/18	M-F 5-6am GMC M-F 5-6am GMC	CM	5-6am	MT-----	:30	1	\$100.00	P-6	0.70	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 11/05/18		11/05/18	11/11/18	MT-----			1			\$100.00		0.70			
N 17	WEWS	10/29/18	11/04/18	8-10pm Dancing 8-10pm Dancing (Program: DANCING WITH THE STARS)4Q18 - Selling Book	CM	8-10pm	M-----	:30	1	\$4,000.00	P-3	6.90	NM	1	\$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: 10/29/18		10/29/18	11/04/18	M-----			1			\$4,000.00		6.90			
N 18	WEWS	10/29/18	11/04/18	Thursday Prime A Grey's Anatomy (Program: GREY'S ANATOMY)4Q18 - Selling Book	CM	8-9pm	---T---	:30	1	\$5,000.00	P-3	4.60	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	---T---			1			\$5,000.00		4.60			
N 19	WEWS	10/29/18	11/04/18	Thursday Prime B Station 19 (Program: GREY'S ANATOMY)4Q18 - Selling Book	CM	9-10pm	---T---	:30	1	\$3,500.00	P-2	4.20	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/18		10/29/18	11/04/18	---T---			1			\$3,500.00		4.60			
													Totals	64	\$57,050.00