

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
Totals	64	\$57,050.00	\$48,492.50	201.70

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	CM	6-7am	MTWTF--	:30	3	\$400.00	P-3	1.80	NM	5	\$2,000.00
(Program: GOOD MORNING CLEVELAND - 6A)4Q18 - Selling Book															
		<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	CM	7-9am	MTWTF--	:30	3	\$425.00	P-3	2.00	NM	7	\$2,975.00
(Program: GOOD MORNING AMERICA)4Q18 - Selling Book															
		<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	CM	8-10am	-----S-	:30	1	\$250.00	P-3	1.20	NM	2	\$500.00
(Program: GOOD MORNING CLEVELAND - SA 8A)4Q18 - Selling Book															
		<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	CM	7-8am	-----S	:30	1	\$300.00	P-3	1.70	NM	2	\$600.00
(Program: GOOD MORNING AMERICA - SU)4Q18 - Selling Book															

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WEWS

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

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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	10/28/18	-----S-		1				\$2,000.00		2.10			
		Week: 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	11/11/18	MT-----		1				\$100.00		0.70			
N 17	WEWS	10/29/18	11/04/18	8-10pm Dancing 8-10pm Dancing	CM	8-10pm	M-----	:30	1	\$4,000.00	P-3	6.90	NM	1	\$4,000.00
(Program: DANCING WITH THE STARS)4Q18 - Selling Book															
		<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	M-----		1				\$4,000.00		6.90			
N 18	WEWS	10/29/18	11/04/18	Thursday Prime A Grey's Anatomy	CM	8-9pm	---T---	:30	1	\$5,000.00	P-3	4.60	NM	1	\$5,000.00
(Program: GREY'S ANATOMY)4Q18 - Selling Book															
		<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	---T---		1				\$5,000.00		4.60			
N 19	WEWS	10/29/18	11/04/18	Thursday Prime B Station 19	CM	9-10pm	---T---	:30	1	\$3,500.00	P-2	4.20	NM	1	\$3,500.00
(Program: GREY'S ANATOMY)4Q18 - Selling Book															
		<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	---T---		1				\$3,500.00		4.60			
													Totals	64	\$57,050.00