

# ORDER

**WJW-TV**

**Orders**  
**Order / Rev:** 531878  
**Alt Order #:** 08713478  
**Product Desc:** AARP  
**Estimate:** 6034  
**Flight Dates:** 07/10/17 - 07/16/17  
**Original Date / Rev:** 07/10/17 / 07/10/17  
**Order Type:** GENERAL

**Primary AE:** Ian Ambron  
**Sales Office:** NPHL  
**Sales Region:** National

**Agency**  
**Name:** Greer Margolis & Mitchell, Inc  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

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

**Advertiser**  
**Name:** AARP  
**Demographic:** A35+  
**Product Codes:** IN2,PL4.b  
**Priority:** Default  
**Revenue Code 1:** Agency  
**Revenue Code 2:** Political  
**Revenue Code 3:** Political-PAC

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/26/17	07/16/17	43	\$37,650.00	\$32,002.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2017	43	\$37,650.00	\$32,002.50	0.00
<b>Totals</b>	<b>43</b>	<b>\$37,650.00</b>	<b>\$32,002.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ian Ambron			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WJW-TV	30%	\$37,650.00
Market	100%	\$125,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAOH	0%	\$0.00
WBNX	0%	\$0.00
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	25%	\$31,375.00
WGGN	0%	\$0.00
WKYC	26%	\$32,630.00
WMFD	0%	\$0.00
WOIO	18%	\$22,590.00
WQHS	0%	\$0.00
WRLM	0%	\$0.00
WUAB	1%	\$1,255.00
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
E 1	8	07/11/17	07/14/17	M-F 10a-11a New Day Cleveland	CM	10:00 AM-11:00 AM	-TWTF--	:30	2	\$250.00	07	0.00	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:		07/10/17	07/16/17	-TWTF--					2	\$250.00		0.00			
E 2	8	07/11/17	07/14/17	M-F 12p-1p FOX 8 News @ Noon	CM	12:00 PM-1:00 PM	-TWTF--	:30	3	\$350.00	04	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/17	07/16/17	-TWTF--					3	\$350.00		0.00			
E 3	8	07/11/17	07/14/17	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-4:00 PM	-TWTF--	:30	2	\$350.00	04	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/17	07/16/17	-TWTF--					2	\$350.00		0.00			
E 4	8	07/11/17	07/14/17	M-F 4p-5p FOX 8 News @ 4p	CM	4:00 PM-5:00 PM	-TWTF--	:30	2	\$500.00	07	0.00	NM	2	\$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:		07/10/17	07/16/17	-TWTF--					2	\$500.00		0.00			
E 5	8	07/11/17	07/14/17	M-F 5a-530a FOX 8 News @ 5a	CM	5:00 AM-5:30 AM	-TWTF--	:30	1	\$350.00	04	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/17	07/16/17	-TWTF--					1	\$350.00		0.00			
E 6	8	07/11/17	07/14/17	M-F 5p-6p FOX 8 News @ 5p	CM	5:00 PM-6:00 PM	-TWTF--	:30	3	\$700.00	04	0.00	NM	3	\$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:		07/10/17	07/16/17	-TWTF--					3	\$700.00		0.00			
E 7	8	07/11/17	07/14/17	M-F 530a-6a FOX 8 News @ 530a	CM	5:30 AM-6:00 AM	-TWTF--	:30	1	\$500.00	04	0.00	NM	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:		07/10/17	07/16/17	-TWTF--					1	\$500.00		0.00			
E 8	8	07/11/17	07/14/17	M-F 6a-7a FOX 8 News In The Morning	CM	6:00 AM-7:00 AM	-TWTF--	:30	4	\$800.00	04	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/17	07/16/17	-TWTF--					4	\$800.00		0.00			
E 9	8	07/11/17	07/14/17	M-F 6p-7p FOX 8 News @ 6p	CM	6:00 PM-7:00 PM	-TWTF--	:30	4	\$900.00	04	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/17	07/16/17	-TWTF--					4	\$900.00		0.00			
E 10	8	07/11/17	07/14/17	M-F 7p-730p FOX 8 News @ 7p	CM	7:00 PM-7:30 PM	-TWTF--	:30	2	\$900.00	04	0.00	NM	2	\$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:		07/10/17	07/16/17	-TWTF--					2	\$900.00		0.00			
E 11	8	07/11/17	07/14/17	M-F 7a-8a FOX 8 News In The Morning	CM	7:00 AM-8:00 AM	-TWTF--	:30	4	\$800.00	04	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/17	07/16/17	-TWTF--					4	\$800.00		0.00			
E 12	8	07/11/17	07/14/17	M-F 8a-9a FOX 8 News @ 8a	CM	8:00 AM-9:00 AM	-TWTF--	:30	4	\$700.00	04	0.00	NM	4	\$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:		07/10/17	07/16/17	-TWTF--					4	\$700.00		0.00			
E 13	8	07/11/17	07/14/17	M-F 9a-10a FOX 8 News @ 9a	CM	9:00 AM-10:00 AM	-TWTF--	:30	1	\$600.00	03	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/10/17	07/16/17	-TWTF--					1	\$600.00		0.00			
E 14	8	07/11/17	07/16/17	M-Su 10p-11p FOX 8 News @ 10p	CM	10:00 PM-11:00 PM	-TWTFSS	:30	4	\$1,000.00	04	0.00	NM	4	\$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:		07/10/17	07/16/17	-TWTFSS					4	\$1,000.00		0.00			
E 15	8	07/11/17	07/15/17	M-Su 10p-11p FOX 8 News @ 10p	CM	10:00 PM-11:00 PM	-----1-	:30	1	\$900.00	07	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 15	8	07/11/17	07/15/17	M-Su 10p-11p FOX 8 News @ 10p	CM	10:00 PM-11:00 PM	-----1-	:30	1	\$900.00	07	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	07/10/17	07/16/17	-----1-		1		\$900.00		0.00				
E 16	8	07/15/17	07/15/17	Sa 8a-9a FOX 8 News Saturday Morning	CM	8:00 AM-9:00 AM	-----1-	:30	1	\$500.00	04	0.00 NM	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:	07/10/17	07/16/17	-----1-		1		\$500.00		0.00				
E 17	8	07/16/17	07/16/17	M-Su 10p-11p FOX 8 News @ 10p	CM	10:00 PM-11:00 PM	-----1	:30	1	\$1,000.00	04	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:	07/10/17	07/16/17	-----1		1		\$1,000.00		0.00				
E 18	8	07/16/17	07/16/17	Su 11a-1130a FOX 8 Sunday Midday News	CM	11:00 AM-11:30 AM	-----1	:30	1	\$350.00	04	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	07/10/17	07/16/17	-----1		1		\$350.00		0.00				
E 19	8	07/16/17	07/16/17	Su 9a-10a FOX 8 News Sunday Morning	CM	9:00 AM-10:00 AM	-----1	:30	1	\$500.00	04	0.00 NM	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:	07/10/17	07/16/17	-----1		1		\$500.00		0.00				
E 20	8	07/11/17	07/11/17	MLB All Star Gm MLB All Star Gm	CM	8:00 PM-11:00 PM	-1-----	:30	1	\$9,000.00	03	0.00 NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	07/10/17	07/16/17	-1-----		1		\$9,000.00		0.00				
Totals													43	\$37,650.00