



# Strategic Media Placement

10/6/2014

CLIENT: OH - John Kasich  
 FLIGHT: 10/7-10/13  
 EST#: 4097  
 CONTACT: [SFRANKLIN@STRATEGICMEDIAPLACEMENT.COM](mailto:SFRANKLIN@STRATEGICMEDIAPLACEMENT.COM)

Spot/ISCs	Rotation
"Teamwork"/TGOHKASI1421(H)	100%

Station/Cable	Market	Air Date
WCPO	CINCINNATI	10/7-10/13
WKRC	CINCINNATI	10/7-10/13
WLWT	CINCINNATI	10/7-10/13
WSTR	CINCINNATI	10/7-10/13
WXIX	CINCINNATI	10/7-10/13
WBNX	CLEVELAND	10/7-10/13
WEWS	CLEVELAND	10/7-10/13
WJW	CLEVELAND	10/7-10/13
WKYC	CLEVELAND	10/7-10/13
WOIO	CLEVELAND	10/7-10/13
WBNS	COLUMBUS	10/7-10/13
WCMH	COLUMBUS	10/7-10/13
WSYX	COLUMBUS	10/7-10/13
WTTE	COLUMBUS	10/7-10/13
WWHO	COLUMBUS	10/7-10/13
WCHS	CHARLESTON/HUNTINGTON WV	10/7-10/13
WOWK	CHARLESTON/HUNTINGTON WV	10/7-10/13
WSAZ	CHARLESTON/HUNTINGTON WV	10/7-10/13
WVAH	CHARLESTON/HUNTINGTON WV	10/7-10/13
WHIO	DAYTON	10/7-10/13
WDTN	DAYTON	10/7-10/13
WKEF	DAYTON	10/7-10/13
WRGT	DAYTON	10/7-10/13
WLIO	LIMA	10/7-10/13
WTAP	PARKERSBURG WV	10/7-10/13
WNWO	TOLEDO	10/7-10/13
WTOL	TOLEDO	10/7-10/13
WTVG	TOLEDO	10/7-10/13
WTOV	WHEELING WV	10/7-10/13
WTRF	WHEELING WV	10/7-10/13
WFMJ	YOUNGSTOWN	10/7-10/13
WKBN	YOUNGSTOWN	10/7-10/13
WHIZ	ZANESVILLE	10/7-10/13
8637	COLUMBUS	10/7-10/13
8636	CINCINNATI	10/7-10/13
6600	CLEVELAND	10/7-10/13
419	TOLEDO	10/7-10/13
550	TOLEDO	10/7-10/13
6432	TOLEDO	10/7-10/13
9112	TOLEDO	10/7-10/13

*Paid for by  
 Kasich Taylor  
 for Ohio*

*Kasich for  
 Ohio.com*

*[Signature]*

*10/6/14*

1195	TOLEDO	10/7-10/13
6162	DAYTON	10/7-10/13
9849	CINCINNATI	10/7-10/13
6028	COLUMBUS	10/7-10/13
7563	CLEVELAND	10/7-10/13
6363	Dayton	10/7-10/13
WMFD	Mansfield	10/7-10/13



# OH-JOHN KASICH EST 4097



Client: OH - JOHN KASICH - GOV  
Media: TV  
Product: GENERAL TV  
Market: Dayton

Estimate: 4097  
Description: OH-JOHN KASICH 10.7-10.13  
Flight Start Date: 10/7/2014 05:00 AM  
Flight End Date: 10/13/2014 11:59 PM

Buyer: SMP

Revision #:   
Date: 10/6/2014 1:14 PM  
Send Billing To: Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43015  
Phone: 740-201-5500  
Fax: 740-201-5502

Line No	Daypart Program	STN Gross	STN Net	Days	Tue 10/7	Wed 10/8	Thu 10/9	Fri 10/10	Sat 10/11	Sun 10/12	Mon 10/13	Total Spots
<b>WBDT-TV</b>												
219	MTuWThF 10:00p-10:30p 2 News at 10 on Dayton's CW	\$250.00	3	\$212.50	30	0	1	0	1	0	0	2
351	MTuWThF 7:30p-8:00p NEWS ON DAYTON	\$250.00	3	\$212.50	30	0	0	1	0	0	1	2
Total Cost:		\$1,000.00	Total Spots:		0	1	1	1	0	0	1	4
												4

Disclaimer:

*10p News*  
*at Greg Phillips*

Signature: \_\_\_\_\_

*BFO*

*WD 10/7/15*

## Billie Sue Adkins

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**From:** Gregg Phelps <gphelps@strategicmediaplacement.com>  
**Sent:** Monday, October 06, 2014 2:58 PM  
**To:** Billie Sue Adkins; Tim McGaffin  
**Cc:** Eric Leach  
**Subject:** RE: WDTN & WBDT-JOHN KASICH EST 4097

Correct\* Thanks B!

**From:** Billie Sue Adkins [mailto:BillieSue.Adkins@wdtn.com]  
**Sent:** Monday, October 6, 2014 2:56 PM  
**To:** Gregg Phelps; Tim McGaffin  
**Cc:** Eric Leach  
**Subject:** RE: WDTN & WBDT-JOHN KASICH EST 4097

Line 351 says News but ordered 7:30p-8p. You want 10p news correct?

**From:** Gregg Phelps [mailto:gphelps@strategicmediaplacement.com]  
**Sent:** Monday, October 06, 2014 1:36 PM  
**To:** Billie Sue Adkins  
**Cc:** Eric Leach  
**Subject:** WDTN & WBDT-JOHN KASICH EST 4097

Hey B, I attached a new buy for John Kasich that we'd like to start tomorrow if possible. Traffic instructions also attached & the spot is in-house. We can't add \$ so please send MGs if there are any issues.

Thanks & please confirm receipt\*

GP

**Gregg Phelps** | Senior Media Buyer & Planner  
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937.313.6385 | mobile

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