



WXIX

ORDER

Flight Dates **09/04/13-09/10/13**

Contract / Revision **998729 /**

Original Date / Revision
08/29/13 08/30/13

Advertiser **POL/Qualls, Rosanne/OH/Ci**

Agency **Screen Strategies Media**

Buying Contact

**15409 Whitechapel Court
Centreville, VA 20120**

Product
Qualls for Mayor

Agency Com 15%

Billing Contact

**15409 Whitechapel Court
Centreville, VA 20120**

Sales Office WXIX

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # **40**

Alt Order #

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-64

Rev Codes Agency Political Pol-Candic

Product Codes PL555

Priority P 5

Advertiser Ref

Primary Account Executive
Amy Goetz

Account Executive	Order%	Start Date	End Date
Amy Goetz	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2013	42	\$15,300.00	\$18,000.00	0.00	08/26/13	09/10/13	42	\$15,300.00	\$18,000.00
Totals	42	\$15,300.00	\$18,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WXIX	09/09/13	09/09/13	News @ 7a News @ 7am	Comm	7a-9a (7:00 AM-7:30 AM)	M-----	:30	1	\$300.00	P 3	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: 09/09/13	09/15/13	M-----		1		\$300.00		0.00					
N 2	WXIX	09/04/13	09/10/13	News @ 7a News @ 7am	Comm	7a-9a (7:30 AM-8:00 AM)	MTWTF--	:30	3	\$300.00	P 3	0.00	NM	5	\$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: 09/02/13	09/08/13	--WTF--		3		\$300.00		0.00					
		Week: 09/09/13	09/15/13	MT-----		2		\$300.00		0.00					
N 3	WXIX	09/04/13	09/10/13	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-8:30 AM)	MTWTF--	:30	3	\$300.00	P 3	0.00	NM	5	\$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: 09/02/13	09/08/13	--WTF--		3		\$300.00		0.00					



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Hiatus Dates

Original Date / Revision 08/29/13/ 08/30/13

Order Sep 00:15:00

Advertiser **POL/Qualls, Rosanne/OH/C** Product **Qualls for Mayor**

Estimate # **40**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXIX	09/04/13	09/10/13	News @ 7a News @ 7am	Comm	7a-9a (8:00 AM-8:30 AM)	MTWTF--	:30	3	\$300.00	P 3	0.00	NM	5	\$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: 09/09/13	09/15/13	MT-----		2		\$300.00		0.00					
N 4	WXIX	09/04/13	09/10/13	News @ 7a News @ 7am	Comm	7a-9a (8:30 AM-9:00 AM)	MTWTF--	:30	3	\$300.00	P 3	0.00	NM	5	\$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: 09/02/13	09/08/13	--WTF--		3		\$300.00		0.00					
		Week: 09/09/13	09/15/13	MT-----		2		\$300.00		0.00					
N 5	WXIX	09/04/13	09/10/13	News @ 9a NEWS @ 9A	Comm	9-10A (9:00 AM-9:30 AM)	MTWTF--	:30	1	\$200.00	P 3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/02/13	09/08/13	--W----		1		\$200.00		0.00					
		Week: 09/09/13	09/15/13	-T-----		1		\$200.00		0.00					
N 6	WXIX	09/06/13	09/06/13	News @ 9a NEWS @ 9A	Comm	9-10A (9:30 AM-10:00 AM)	----F--	:30	1	\$200.00	P 3	0.00	NM	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: 09/02/13	09/08/13	----F--		1		\$200.00		0.00					
N 7	WXIX	09/04/13	09/06/13	SYN 7-730P M-F Wheel Of Fortune	Comm	7-730P	--WTF--	:30	3	\$500.00	P 5	0.00	NM	3	\$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: 09/02/13	09/08/13	--WTF--		3		\$500.00		0.00					
N 8	WXIX	09/09/13	09/09/13	SYN 7-730P M-F Wheel Of Fortune	Comm	7-730P	M-----	:30	1	\$1,000.00	P 3	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: 09/09/13	09/15/13	M-----		1		\$1,000.00		0.00					
N 9	WXIX	09/04/13	09/09/13	SYN 730-8P M-F Jeopardy	Comm	730-8P	M-WTF--	:30	3	\$500.00	P 5	0.00	NM	4	\$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: 09/02/13	09/08/13	--WTF--		3		\$500.00		0.00					
		Week: 09/09/13	09/15/13	M-----		1		\$500.00		0.00					
N 10	WXIX	09/04/13	09/06/13	News At 630P News At 630P	Comm	630-7P	--WTF--	:30	1	\$150.00	P 5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/02/13	09/08/13	--WTF--		1		\$150.00		0.00					
N 11	WXIX	09/09/13	09/09/13	Mon Hour 2 M 9-10P	Comm	M 9-10P	M-----	:30	1	\$1,000.00	P 5	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: 09/09/13	09/15/13	M-----		1		\$1,000.00		0.00					
N 12	WXIX	09/05/13	09/05/13	Thu Hour 1 Th 8-9P	Comm	Th 8-9P	---T---	:30	1	\$750.00	P 5	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: 09/02/13	09/08/13	---T---		1		\$750.00		0.00					
N 13	WXIX	09/04/13	09/06/13	LOC Late News M-F Late News M-F	Comm	10-11P (10:00 PM-10:30 PM)	--WTF--	:30	3	\$500.00	P 5	0.00	NM	3	\$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: 09/02/13	09/08/13	--WTF--		3		\$500.00		0.00					
N 14	WXIX	09/09/13	09/09/13	LOC Late News M-F Late News M-F	Comm	10-11P (10:00 PM-10:30 PM)	M-----	:30	1	\$800.00	P 3	0.00	NM	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: 09/09/13	09/15/13	M-----		1		\$800.00		0.00					



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Order Sep 00:15:00

Advertiser **POL/Qualls, Rosanne/OH/C** Product **Qualls for Mayor**

Estimate # **40**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 15	WXIX	09/04/13	09/06/13	LOC Late News M-F Late News M-F	Comm	10-11P (10:30 PM-11:00 PM)	-- WTF--	:30	3	\$500.00	P 5	0.00	NM	3	\$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: 09/02/13	09/08/13	-- WTF--		3				\$500.00		0.00				
N 16	WXIX	09/09/13	09/09/13	LOC Late News M-F Late News M-F	Comm	10-11P (10:30 PM-11:00 PM)	M-----	:30	1	\$800.00	P 3	0.00	NM	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: 09/09/13	09/15/13	M-----		1				\$800.00		0.00				
N 17	WXIX	09/07/13	09/07/13	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	-----S-	:30	2	\$300.00	P 5	0.00	NM	2	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/02/13	09/08/13	-----S-		2				\$300.00		0.00				
N 18	WXIX	09/08/13	09/08/13	LOC Late News Su Late News Sun	Comm	10-1102P (10:00 PM-10:30 PM)	-----S	:30	1	\$500.00	P 5	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: 09/02/13	09/08/13	-----S		1				\$500.00		0.00				
N 19	WXIX	09/08/13	09/08/13	LOC Late News Su Late News Sun	Comm	10-1102P (10:30 PM-11:00 PM)	-----S	:30	1	\$500.00	P 5	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: 09/02/13	09/08/13	-----S		1				\$500.00		0.00				
														Totals	42	\$18,000.00