

Client: Ohio House Republican Organizational Comm., 2014 **Station Order**

Midwest Communications & Media  
2015 Roundwyck Lane  
Powell, OH 43065  
614/440-4449

Campaign: HD 28

Rev #: 0  
Flight From: 09/26/2014 to 11/03/2014

Buyer Name: Bob Clegg  
Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Estimate No.:  
Contract No.:

Actg. Order No.: 1392  
WS Order No.: 11515  
Contract No.:

Market: CINCINNATI  
Station: WKRC  
Station Contact: Randi Near

1936830

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross			Total Spots	DMA HH (R)	DMA P 35+ (R)
				Rate/ Total	Sep 22	Sep 29			
1	MTWRFSSu 11:00P-11:35P	LN	12 NEWS AT 11	\$1,000.00	2 ✓	3 ✓	5	10.0	9.0
				\$5,000.00				\$100.00	\$111.11
2	MTWRF-- 05:00A-05:30A	EM	NEWS AT 5:00A	\$225.00	1 ✓	3 ✓	4	3.2	2.5
				\$900.00				\$70.31	\$90.00
3	MTWRF-- 06:00A-07:00A	EM	GD MRN CINN@6	\$350.00	1 ✓	3 ✓	4	5.8	4.4
				\$1,400.00				\$60.34	\$79.55
4	MTWRF-- 07:00A-09:00A	EM	EARLY SHOW	\$225.00	1 ✓	3 ✓	4	4.5	3.7
				\$900.00				\$50.00	\$60.81
5	MTWRF-- 12:00P-12:30P	NN	NOON NEWS	\$450.00	1 ✓	4 ✓	5	8.5	7.2
				\$2,250.00				\$52.94	\$62.50
6	MTWRF-- 04:00P-05:00P	EN	NEWS AT 4	\$450.00	1 ✓	3 ✓	4	7.3	6.2
				\$1,800.00				\$61.64	\$72.58
7	MTWRF-- 05:00P-05:30P	EN	12 NEWS AT 5	\$650.00	1 ✓	3 ✓	4	7.8	7.0
				\$2,600.00				\$83.33	\$92.86
8	MTWRF-- 06:00P-06:30P	EN	12 NEWS AT 6P	\$850.00	1 ✓	5 ✓	6	9.0	8.6
				\$5,100.00				\$94.44	\$98.84
9	MTWRF-- 07:30P-08:00P	PA	ET	\$850.00	1 ✓	3 ✓	4	7.0	6.5
				\$3,400.00				\$121.43	\$130.77
10	----S- 07:00A-08:00A	WE	LOCAL12NW-SA 7	\$200.00	1 ✓	1 ✓	2	3.4	3.5
				\$400.00				\$58.82	\$57.14
11	----S- 08:00A-10:00A	WE	SAT EARLY SHOW	\$300.00	1 ✓	1 ✓	2	3.8	3.1
				\$600.00				\$78.95	\$96.77
				\$24,350.00	12	32	44		

80.3  
223.0

Month	Spots	GRP/GRIs	Monthly Totals	
			Station Gross Dollars	Station Gross CPP/GPM
Sep	12	80.3	\$6,550.00	\$81.57
Oct	32	223.0	\$17,800.00	\$79.82
	44	303.3	\$24,350.00	\$80.28

Comments

Campaign Remarks:  
Paid for by:

Station: WKRC

Advertiser: Ohio House Republican Organizational Comm  
Campaign: HD 28  
**Station Order**  
CINCINNATI - TV

Comments

Ohio House Republican Organizational Committee

By: \_\_\_\_\_



WKRC  
1906 Highland Ave  
Cincinnati, OH 45219

WKRC CINCINNATI

MidWest Communications  
2015 Roundwyck Ln  
Powell, OH 43065

**Contract # 1936830**

**Schedule Dates** 09/26/14-10/04/14  
**Advertiser** Ohio House Republican Organizational Committee  
**Agency** MidWest Communications (1392)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** HD28 (663647)  
**Salesperson** HOUSE-CINCINNATI, WKRC (3428)  
**Sales Office** WKRC/EKRC  
**Buyer Name** Clegg,Bob  
**Phone/Fax** (614) 440-4449 /  
**CPE** HD28/  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** HD28

**Date Entered** 09/25/14  
**Last Modified** 09/25/14  
**Entered By** Jim Connell  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,652.50  
**Net Total** \$20,697.50  
**Sales Tax**

**Cincinnati (WKRC)**

By Broadcast Month	Spots	Rate
Sep. 2014	12	\$5,700.00
Oct. 2014	33	\$18,650.00
<b>Grand Total:</b>	<b>45</b>	<b>\$24,350.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/26/14-09/27/14	3	:30	11P- 11:35P (EST)						1	1		2	\$950.00	\$1,900.00	Cincinnati (WKRC)		9/25/14
2.0	Normal Line / SPOT	09/29/14-10/03/14	3	:30	11P- 11:35P (EST)	3	X	X	X	X	X			3	\$1,000.00	\$3,000.00	Cincinnati (WKRC)		9/25/14
3.0	Normal Line / SPOT	09/26/14-09/26/14	3	:30	5A- 5:30A (EST)						1			1	\$225.00	\$225.00	Cincinnati (WKRC)		9/25/14
4.0	Normal Line / SPOT	09/29/14-10/03/14	3	:30	5A- 5:30A (EST)	3	X	X	X	X	X			3	\$225.00	\$675.00	Cincinnati (WKRC)		9/25/14
5.0	Normal Line / SPOT	09/26/14-09/26/14	3	:30	6A- 7A (EST)						1			1	\$300.00	\$300.00	Cincinnati (WKRC)		9/25/14
6.0	Normal Line / SPOT	09/29/14-10/03/14	3	:30	6A- 7A (EST)	3	X	X	X	X	X			3	\$350.00	\$1,050.00	Cincinnati (WKRC)		9/25/14
7.0	Normal Line / SPOT	09/26/14-09/26/14	3	:30	7A- 9A (EST)						1			1	\$175.00	\$175.00	Cincinnati (WKRC)		9/25/14
8.0	Normal Line / SPOT	09/29/14-10/03/14	3	:30	7A- 9A (EST)	3	X	X	X	X	X			3	\$225.00	\$675.00	Cincinnati (WKRC)		9/25/14
9.0	Normal Line / SPOT	09/26/14-09/26/14	3	:30	12P- 12:30P (EST)						1			1	\$375.00	\$375.00	Cincinnati (WKRC)		9/25/14
10.0	Normal Line / SPOT	09/29/14-10/03/14	3	:30	12P- 12:30P (EST)	4	X	X	X	X	X			4	\$450.00	\$1,800.00	Cincinnati (WKRC)		9/25/14
11.0	Normal Line / SPOT	09/26/14-09/26/14	3	:30	4P- 5P (EST)						1			1	\$375.00	\$375.00	Cincinnati (WKRC)		9/25/14
12.0	Normal Line / SPOT	09/29/14-10/03/14	3	:30	4P- 5P (EST)	3	X	X	X	X	X			3	\$450.00	\$1,350.00	Cincinnati (WKRC)		9/25/14
13.0	Normal Line / SPOT	09/26/14-09/26/14	3	:30	5P- 5:27P (EST)						1			1	\$550.00	\$550.00	Cincinnati (WKRC)		9/25/14

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WKRC  
1906 Highland Ave  
Cincinnati, OH 45219

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14.0	Normal Line / SPOT	09/29/14-10/03/14	3	:30	5P- 5:27P (EST)	3	X	X	X	X	X			3	\$650.00	\$1,950.00	Cincinnati (WKRC)		9/25/14
15.0	Normal Line / SPOT	09/26/14-09/26/14	3	:30	5:58P- 6:30P (EST)						1			1	\$750.00	\$750.00	Cincinnati (WKRC)		9/25/14
16.0	Normal Line / SPOT	09/29/14-10/03/14	3	:30	5:58P- 6:30P (EST)	5	X	X	X	X	X			5	\$850.00	\$4,250.00	Cincinnati (WKRC)		9/25/14
17.0	Normal Line / SPOT	09/26/14-09/26/14	3	:30	7:28P- 7:57P (EST)						1			1	\$550.00	\$550.00	Cincinnati (WKRC)		9/25/14
18.0	Normal Line / SPOT	09/29/14-10/03/14	3	:30	7:28P- 7:57P (EST)	4	X	X	X	X	X			4	\$850.00	\$3,400.00	Cincinnati (WKRC)		9/25/14
19.0	Normal Line / SPOT	09/27/14-09/27/14	3	:30	7A- 8A (EST)							1		1	\$225.00	\$225.00	Cincinnati (WKRC)		9/25/14
20.0	Normal Line / SPOT	10/04/14-10/04/14	3	:30	7A- 8A (EST)							1		1	\$200.00	\$200.00	Cincinnati (WKRC)		9/25/14
21.0	Normal Line / SPOT	09/27/14-09/27/14	3	:30	8A- 10A (EST)							1		1	\$275.00	\$275.00	Cincinnati (WKRC)		9/25/14
22.0	Normal Line / SPOT	10/04/14-10/04/14	3	:30	8A- 10A (EST)							1		1	\$300.00	\$300.00	Cincinnati (WKRC)		9/25/14

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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