

**ORDER****WBNS-TV**

**Orders**  
**Order / Rev:** 9376  
**Alt Order #:** WOC11835504  
**Product Desc:** TV  
**Estimate:** 5701 OH Yost-LaRose Split 15s Cbus  
**Flight Dates:** 10/15/18 - 10/28/18  
**Original Date / Rev:** 10/12/18 / 10/12/18  
**Order Type:** GENERAL

**Primary AE:** Ryan Hayes  
**Sales Office:** L-CTV  
**Sales Region:** Local

**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:** Yost for Attny Gen / LaRose for SOS  
**Demographic:** A35+  
**Product Codes:** Secretary of State, Attorney General  
**Priority:** P-04  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:** 3256  
**Unit Code:** General

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/01/18   | 10/28/18 | 63      | \$105,500.00 | \$89,675.00 |

**Totals**

| Month         | # Spots   | Gross Amount        | Net Amount         | Rating        |
|---------------|-----------|---------------------|--------------------|---------------|
| October 2018  | 63        | \$105,500.00        | \$89,675.00        | 418.40        |
| <b>Totals</b> | <b>63</b> | <b>\$105,500.00</b> | <b>\$89,675.00</b> | <b>418.40</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| House WBNS-TV     | L-CTV        | Local        | Start Of Order - End Of Order | 100%    |
| Ryan Hayes        | L-CTV        | Local        | Start Of Order - End Of Order | 0%      |

| Ln                              | Ch   | Start             | End             | Inventory Code                              | Break | Start/End Time    | Days              | Len | Spots | Rate        | Pri  | Rtg           | Type | Spots | Amount      |
|---------------------------------|------|-------------------|-----------------|---|-------|-------------------|-------------------|-----|-------|-------------|------|---------------|------|-------|-------------|
| N 1                             | WBNS | 10/15/18          | 10/26/18        | M-F 6a-7a Local News<br>10 THIS MORNING 6AM | CM    | 6:00 AM-7:00 AM   | MTWTF--           | :30 | 3     | \$1,000.00  | P-04 | 4.90          | NM   | 8     | \$8,000.00  |
| (Program: 10 THIS MORNING 6AM)4 |      |                   |                 |   |       |                   |                   |     |       |             |      |               |      |       |             |
|                                 |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                             |       |                   | <u>Spots/Week</u> |     |       | <u>Rate</u> |      | <u>Rating</u> |      |       |             |
| Week:                           |      | 10/15/18          | 10/21/18        | MTWTF--                                     |       |                   | 3                 |     |       | \$1,000.00  |      | 4.90          |      |       |             |
| Week:                           |      | 10/22/18          | 10/28/18        | MTWTF--                                     |       |                   | 5                 |     |       | \$1,000.00  |      | 4.90          |      |       |             |
| N 2                             | WBNS | 10/15/18          | 10/26/18        | The Price is Right<br>THE PRICE IS RIGHT    | CM    | 11:00 AM-12:00 PM | MTWTF--           | :30 | 3     | \$1,000.00  | P-04 | 4.30          | NM   | 7     | \$7,000.00  |
| (Program: THE PRICE IS RIGHT)4  |      |                   |                 |   |       |                   |                   |     |       |             |      |               |      |       |             |
|                                 |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                             |       |                   | <u>Spots/Week</u> |     |       | <u>Rate</u> |      | <u>Rating</u> |      |       |             |
| Week:                           |      | 10/15/18          | 10/21/18        | MTWTF--                                     |       |                   | 3                 |     |       | \$1,000.00  |      | 4.30          |      |       |             |
| Week:                           |      | 10/22/18          | 10/28/18        | MTWTF--                                     |       |                   | 4                 |     |       | \$1,000.00  |      | 4.30          |      |       |             |
| N 3                             | WBNS | 10/15/18          | 10/26/18        | M-F 12p Local News<br>10TV NEWS AT NOON     | CM    | 12:00 PM-12:30 PM | MTWTF--           | :30 | 4     | \$1,000.00  | P-04 | 5.90          | NM   | 9     | \$9,000.00  |
| (Program: 10TV NEWS AT NOON)4   |      |                   |                 |   |       |                   |                   |     |       |             |      |               |      |       |             |
|                                 |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                             |       |                   | <u>Spots/Week</u> |     |       | <u>Rate</u> |      | <u>Rating</u> |      |       |             |
| Week:                           |      | 10/15/18          | 10/21/18        | MTWTF--                                     |       |                   | 4                 |     |       | \$1,000.00  |      | 5.90          |      |       |             |
| Week:                           |      | 10/22/18          | 10/28/18        | MTWTF--                                     |       |                   | 5                 |     |       | \$1,000.00  |      | 5.90          |      |       |             |
| N 4                             | WBNS | 10/15/18          | 10/26/18        | M-F 6p Local News<br>10TV NEWS AT 6PM       | CM    | 6:00 PM-6:30 PM   | MTWTF--           | :30 | 4     | \$2,000.00  | P-04 | 7.90          | NM   | 9     | \$18,000.00 |
| (Program: 10TV NEWS AT 6PM)4    |      |                   |                 |   |       |                   |                   |     |       |             |      |               |      |       |             |
|                                 |      | <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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 Flight Dates: 10/15/18 - 10/28/18

Advertiser: Yost for Attny Gen / LaRose for SOS  
 Product Desc: TV  
 Estimate: 5701 OH Yost-LaRose Split 15s Cbus  
 WBNS-TV

| 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: 10/15/18                      |      | 10/15/18          | 10/21/18        | MTWTF--                                  |       |                   |         |     | 4                 | \$2,000.00  |      | 7.90          |        |       |              |
| Week: 10/22/18                      |      | 10/22/18          | 10/28/18        | MTWTF--                                  |       |                   |         |     | 5                 | \$2,000.00  |      | 7.90          |        |       |              |
| N 5                                 | WBNS | 10/15/18          | 10/26/18        | M-F 7p -730p<br>JEOPARDY                 | CM    | 7:00 PM-7:30 PM   | MTWTF-- | :30 | 4                 | \$2,200.00  | P-04 | 9.20          | NM     | 9     | \$19,800.00  |
| (Program: JEOPARDY)4                |      |                   |                 |  |       |                   |         |     |                   |             |      |               |        |       |              |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                   |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |        |       |              |
| Week: 10/15/18                      |      | 10/15/18          | 10/21/18        | MTWTF--                                  |       |                   |         |     | 4                 | \$2,200.00  |      | 9.20          |        |       |              |
| Week: 10/22/18                      |      | 10/22/18          | 10/28/18        | MTWTF--                                  |       |                   |         |     | 5                 | \$2,200.00  |      | 9.20          |        |       |              |
| N 6                                 | WBNS | 10/15/18          | 10/26/18        | M-F 730p-8p<br>WHEEL OF FORTUNE          | CM    | 7:30 PM-8:00 PM   | MTWTF-- | :30 | 4                 | \$2,200.00  | P-04 | 8.00          | NM     | 9     | \$19,800.00  |
| (Program: WHEEL OF FORTUNE)4        |      |                   |                 |  |       |                   |         |     |                   |             |      |               |        |       |              |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                   |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |        |       |              |
| Week: 10/15/18                      |      | 10/15/18          | 10/21/18        | MTWTF--                                  |       |                   |         |     | 4                 | \$2,200.00  |      | 8.00          |        |       |              |
| Week: 10/22/18                      |      | 10/22/18          | 10/28/18        | MTWTF--                                  |       |                   |         |     | 5                 | \$2,200.00  |      | 8.00          |        |       |              |
| N 7                                 | WBNS | 10/15/18          | 10/26/18        | M-F Late News<br>10TV NEWS AT 11PM (M-F) | CM    | 11:00 PM-11:35 PM | MTWTF-- | :30 | 4                 | \$2,000.00  | P-04 | 6.10          | NM     | 9     | \$18,000.00  |
| (Program: 10TV NEWS AT 11PM (M-F))4 |      |                   |                 |  |       |                   |         |     |                   |             |      |               |        |       |              |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                   |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |        |       |              |
| Week: 10/15/18                      |      | 10/15/18          | 10/21/18        | MTWTF--                                  |       |                   |         |     | 4                 | \$2,000.00  |      | 6.10          |        |       |              |
| Week: 10/22/18                      |      | 10/22/18          | 10/28/18        | MTWTF--                                  |       |                   |         |     | 5                 | \$2,000.00  |      | 6.10          |        |       |              |
| N 8                                 | WBNS | 10/22/18          | 10/28/18        | Sun Hour 3<br>NCIS: LOS ANGELES          | CM    | 9:00 PM-10:00 PM  | -----S  | :30 | 1                 | \$1,300.00  | P-05 | 6.40          | NM     | 1     | \$1,300.00   |
| (Program: NCIS: LOS ANGELES)LUR     |      |                   |                 |  |       |                   |         |     |                   |             |      |               |        |       |              |
|                                     |      | <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                      |      | 10/22/18          | 10/28/18        | -----S                                   |       |                   |         |     | 1                 | \$1,300.00  |      | 6.40          |        |       |              |
| N 9                                 | WBNS | 10/22/18          | 10/26/18        | M-F 4p-5p<br>DR. PHIL                    | CM    | 4:00 PM-5:00 PM   | MTWTF-- | :30 | 1                 | \$600.00    | P-04 | 3.30          | NM     | 1     | \$600.00     |
| (Program: DR. PHIL)4                |      |                   |                 |  |       |                   |         |     |                   |             |      |               |        |       |              |
|                                     |      | <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                      |      | 10/22/18          | 10/28/18        | MTWTF--                                  |       |                   |         |     | 1                 | \$600.00    |      | 3.30          |        |       |              |
| N 10                                | WBNS | 10/15/18          | 10/16/18        | Tue Hour 3<br>NCIS: NEW ORLEANS          | CM    | 10:00 PM-11:00 PM | -T----- | :30 | 1                 | \$4,000.00  | P-04 | 5.50          | NM     | 1     | \$4,000.00   |
| (Program: NCIS: NEW ORLEANS)4       |      |                   |                 |  |       |                   |         |     |                   |             |      |               |        |       |              |
|                                     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                   |         |     | <u>Spots/Week</u> | <u>Rate</u> |      | <u>Rating</u> |        |       |              |
| Week: 10/15/18                      |      | 10/15/18          | 10/21/18        | -T-----                                  |       |                   |         |     | 1                 | \$4,000.00  |      | 5.50          |        |       |              |
|                                     |      |                   |                 |  |       |                   |         |     |                   |             |      |               | Totals | 63    | \$105,500.00 |