

ORDER



WJW-TV

Orders
Order / Rev: 582573
 Alt Order #: _____
Product Desc: Oct 30th 2017
 Estimate: _____
Flight Dates: 10/30/17 - 10/30/17
Original Date / Rev: 10/27/17 / 10/27/17
Order Type: GENERAL

Primary AE: Denel Cherry
Sales Office: LOCAL
Sales Region: Local

Agency Name: T Rice Communications
Buying Contact: _____
Billing Contact: _____
21590 Kenison Ave
Euclid, OH 44123

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

Advertiser Name: Z Reed/D/Mayor
Demographic: A25-54
Product Codes: PL1.f.i
Priority: Default
Revenue Code 1: Agency
Revenue Code 2: Political
Revenue Code 3: Political-Non-PAC

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/30/17	10/30/17	7	\$4,800.00	\$4,080.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2017	7	\$4,800.00	\$4,080.00	0.00
Totals	7	\$4,800.00	\$4,080.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Cherry			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJW-TV	75%	\$4,800.00
Market	100%	\$6,400.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	25%	\$1,600.00
WAOH	0%	\$0.00
WBNX	0%	\$0.00
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	0%	\$0.00
WGGN	0%	\$0.00
WKYC	0%	\$0.00
WMFD	0%	\$0.00
WOIO	0%	\$0.00
WQHS	0%	\$0.00
WRLM	0%	\$0.00
WUAB	0%	\$0.00
WVIZ	0%	\$0.00
WVPX	0%	\$0.00

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WJW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	8	10/30/17	10/30/17	M-F 10a-11a New Day Cleveland	CM	M-F 10a-11a	M-----	:30	1	\$500.00	3	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: 10/30/17	11/05/17	M-----					1	\$500.00		0.00			
N 2	8	10/30/17	10/30/17	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-----	:30	1	\$500.00	3	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: 10/30/17	11/05/17	M-----					1	\$500.00		0.00			
N 3	8	10/30/17	10/30/17	M-F 1p-2p M-F 1p-2p	CM	1p-2p	M-----	:30	1	\$300.00	4	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: 10/30/17	11/05/17	M-----					1	\$300.00		0.00			
N 4	8	10/30/17	10/30/17	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M-----	:30	1	\$600.00	3	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: 10/30/17	11/05/17	M-----					1	\$600.00		0.00			
N 5	8	10/30/17	10/30/17	M-F 6a-7a FOX 8 News In The Morning	CM	M-F 6a-7a	M-----	:30	1	\$1,000.00	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: 10/30/17	11/05/17	M-----					1	\$1,000.00		0.00			
N 6	8	10/30/17	10/30/17	M-F 7a-8a FOX 8 News In The Morning	CM	M-F 7a-8a	M-----	:30	1	\$1,000.00	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: 10/30/17	11/05/17	M-----					1	\$1,000.00		0.00			
N 7	8	10/30/17	10/30/17	M-F 5p-6p FOX 8 News @ 5p	CM	M-F 5p-6p	M-----	:30	1	\$900.00	3	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: 10/30/17	11/05/17	M-----					1	\$900.00		0.00			
													Totals	7	\$4,800.00