

# 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        |
| <b>Totals</b> | <b>7</b> | <b>\$4,800.00</b> | <b>\$4,080.00</b> | <b>0.00</b> |

**Account Executives**

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

**Order Share**

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

**Competitive Share**

| 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     |

Order / Rev: 582573  
 Alt Order #:  
 Flight Dates: 10/30/17 - 10/30/17

Advertiser: Z Reed/D/Mayor  
 Product Desc: Oct 30th 2017  
 Estimate:

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<br>New Day Cleveland       | CM    | M-F 10a-11a       | M----- | :30 | 1     | \$500.00    | 03  | 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<br>M-F 11a-12p             | CM    | 11a-12p           | M----- | :30 | 1     | \$500.00    | 03  | 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<br>M-F 1p-2p                 | CM    | 1p-2p             | M----- | :30 | 1     | \$300.00    | 04  | 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<br>M-F 3p-4p                 | CM    | 3p-4p             | M----- | :30 | 1     | \$600.00    | 03  | 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<br>FOX 8 News In The Morning | CM    | M-F 6a-7a         | M----- | :30 | 1     | \$1,000.00  | 03  | 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<br>FOX 8 News In The Morning | CM    | M-F 7a-8a         | M----- | :30 | 1     | \$1,000.00  | 03  | 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<br>FOX 8 News @ 5p           | CM    | M-F 5p-6p         | M----- | :30 | 1     | \$900.00    | 03  | 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 |