

## ORDER



**WOIO**

|        |                      |                     |
|--------|----------------------|---------------------|
| Orders | Order / Rev:         | 1779290             |
|        | Alt Order #:         | 08717433            |
|        | Product Desc:        | AARP                |
|        | Estimate:            | 6037                |
|        | Flight Dates:        | 07/17/17 - 07/25/17 |
|        | Original Date / Rev: | 07/17/17 / 07/17/17 |
|        | Order Type:          | Political           |

|               |                |
|---------------|----------------|
| Primary AE:   | Teresa Difuria |
| Sales Office: | T-PHI          |
| Sales Region: | National       |

|        |                  |  |
|--------|------------------|--|
| Agency | Name:            | <u>Greer, Margolis, &amp; Mitchell</u> |
|        | Buying Contact:  | <u></u>                                |
|        | Billing Contact: | <u></u>                                |
|        |                  | <u>3050 K Street NW</u>                |
|        |                  | <u>Washington, DC 20007</u>            |

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

|            |                |                              |
|------------|----------------|------------------------------|
| Advertiser | Name:          | ISS/AARP Issue Advertising   |
|            | Demographic:   | A35+                         |
|            | Product Codes: | PL20                         |
|            | Priority:      | P 4                          |
|            | Revenue Codes: | Agency, Political, Pol-Issue |

|                         |          |
|-------------------------|----------|
| 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  |
|------------|----------|---------|--------------|-------------|
| 06/26/17   | 07/25/17 | 23      | \$18,950.00  | \$16,107.50 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| July 2017     | 23        | \$18,950.00        | \$16,107.50        | 0.00        |
| <b>Totals</b> | <b>23</b> | <b>\$18,950.00</b> | <b>\$16,107.50</b> | <b>0.00</b> |

## Account Executives

|                   |              |              |                               |         |
|-------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
| Teresa Difuria    |              |              | Start Of Order - End Of Order | 100%    |

## Order Share

| Order Share | Share | Total        |
|-------------|-------|--------------|
| WOIO        | 18%   | \$18,950.00  |
| Market      | 100%  | \$105,277.78 |

## Competitive Share

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| DUAB              | 0%    | \$0.00      |
| EOIO              | 0%    | \$0.00      |
| WBNX              | 0%    | \$0.00      |
| WDLI              | 0%    | \$0.00      |
| WEAO              | 0%    | \$0.00      |
| WEWS              | 26%   | \$27,372.22 |
| WGGN              | 0%    | \$0.00      |
| WJW               | 29%   | \$30,530.56 |
| WKYC              | 26%   | \$27,372.22 |
| WMFD              | 0%    | \$0.00      |
| WOAC              | 0%    | \$0.00      |
| WQHS              | 0%    | \$0.00      |
| WUAB              | 1%    | \$1,052.78  |
| WVIZ              | 0%    | \$0.00      |
| WVPX              | 0%    | \$0.00      |

| Ln  | Ch   | Start    | End      | Inventory Code                                       | Break | Start/End Time | Days   | Len | Spots | Rate     | Pri | Rtg  | Type | Spots | Amount     |
|-----|------|----------|----------|--|-------|----------------|--------|-----|-------|----------|-----|------|------|-------|------------|
| N 1 | WOIO | 07/17/17 | 07/20/17 | Cleveland 19 News at 11p<br>Cleveland 19 News at 11p | Comm  | 11-1135p       | MTWT-- | :30 | 2     | \$650.00 | P 4 | 0.00 | NM   | 2     | \$1,300.00 |

Order / Rev: 1779290  
 Alt Order #: 08717433  
 Flight Dates: 07/17/17 - 07/25/17

Advertiser: ISS/AARP Issue Advertising  
 Product Desc: AARP  
 Estimate: 6037

WOIO

| Ln    | Ch   | Start             | End             | Inventory Code                                       | Break | Start/End Time    | Days    | Len | Spots       | Rate       | Pri | Rtg           | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------------|------------|-----|---------------|------|-------|------------|
| N 1   | WOIO | 07/17/17          | 07/20/17        | Cleveland 19 News at 11p<br>Cleveland 19 News at 11p | Comm  | 11-1135p          | MTWT--- | :30 | 2           | \$650.00   | P 4 | 0.00          | NM   | 2     | \$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: |      | 07/17/17          | 07/23/17        | MTWT---  |       | 2                 |         |     | \$650.00    |            |     | 0.00          |      |       |            |
| N 2   | WOIO | 07/17/17          | 07/21/17        | NET Price Is Right<br>Price is Right                 | Comm  | 11a-12p           | MTWTF-- | :30 | 2           | \$425.00   | P 4 | 0.00          | NM   | 2     | \$850.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
| Week: |      | 07/17/17          | 07/23/17        | MTWTF--  |       | 2                 |         |     | \$425.00    |            |     | 0.00          |      |       |            |
| N 3   | WOIO | 07/17/17          | 07/20/17        | Noon News<br>Noon News                               | Comm  | 12-1230p          | MTWT--- | :30 | 2           | \$425.00   | P 4 | 0.00          | NM   | 2     | \$850.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
| Week: |      | 07/17/17          | 07/23/17        | MTWT---  |       | 2                 |         |     | \$425.00    |            |     | 0.00          |      |       |            |
| N 4   | WOIO | 07/17/17          | 07/20/17        | Cleveland 19 News at 4p<br>Cleveland 19 News at 4p   | Comm  | 4-5p              | MTWT--- | :30 | 1           | \$250.00   | P 4 | 0.00          | NM   | 1     | \$250.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
| Week: |      | 07/17/17          | 07/23/17        | MTWT---  |       | 1                 |         |     | \$250.00    |            |     | 0.00          |      |       |            |
| N 5   | WOIO | 07/17/17          | 07/20/17        | Cleveland 19 News at 5a<br>Cleveland 19 News at 5a   | Comm  | 5-6a              | MTWT--- | :30 | 1           | \$75.00    | P 4 | 0.00          | NM   | 1     | \$75.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
| Week: |      | 07/17/17          | 07/23/17        | MTWT---  |       | 1                 |         |     | \$75.00     |            |     | 0.00          |      |       |            |
| N 6   | WOIO | 07/17/17          | 07/20/17        | Cleveland 19 News at 5p<br>Cleveland 19 News at 5p   | Comm  | 5-6p              | MTWT--- | :30 | 2           | \$275.00   | P 4 | 0.00          | NM   | 2     | \$550.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
| Week: |      | 07/17/17          | 07/23/17        | MTWT---  |       | 2                 |         |     | \$275.00    |            |     | 0.00          |      |       |            |
| N 7   | WOIO | 07/17/17          | 07/20/17        | Cleveland 19 News at 6p<br>Cleveland 19 News at 6p   | Comm  | 6-630p            | MTWT--- | :30 | 2           | \$425.00   | P 4 | 0.00          | NM   | 2     | \$850.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
| Week: |      | 07/17/17          | 07/23/17        | MTWT---  |       | 2                 |         |     | \$425.00    |            |     | 0.00          |      |       |            |
| 8     | WOIO | 07/17/17          | 07/21/17        | Cleveland 19 News at 6a<br>Cleveland 19 News at 6a   | Comm  | 6-7a              | MTWTF-- | :30 | 1           | \$100.00   | P 4 | 0.00          | NM   | 1     | \$100.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
| Week: |      | 07/17/17          | 07/23/17        | MTWTF--  |       | 1                 |         |     | \$100.00    |            |     | 0.00          |      |       |            |
| N 9   | WOIO | 07/17/17          | 07/20/17        | SYN M-F 7-730p<br>M-F 7-730p                         | Comm  | 7-730p            | MTWT--- | :30 | 2           | \$1,250.00 | P 4 | 0.00          | NM   | 2     | \$2,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
| Week: |      | 07/17/17          | 07/23/17        | MTWT---  |       | 2                 |         |     | \$1,250.00  |            |     | 0.00          |      |       |            |
| N 10  | WOIO | 07/17/17          | 07/20/17        | NET CBS AM Network News<br>CBS This Morning          | Comm  | 7-9a              | MTWT--- | :30 | 1           | \$100.00   | P 4 | 0.00          | NM   | 1     | \$100.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
| Week: |      | 07/17/17          | 07/23/17        | MTWT---  |       | 1                 |         |     | \$100.00    |            |     | 0.00          |      |       |            |
| N 11  | WOIO | 07/17/17          | 07/20/17        | SYN M-F 730-8p<br>M-F 730-8p                         | Comm  | 730-8p            | MTWT--- | :30 | 2           | \$1,400.00 | P 4 | 0.00          | NM   | 2     | \$2,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
| Week: |      | 07/17/17          | 07/23/17        | MTWT---  |       | 2                 |         |     | \$1,400.00  |            |     | 0.00          |      |       |            |
| 12    | WOIO | 07/19/17          | 07/19/17        | NET Wed Hour 1<br>Wed Hour 1                         | Comm  | 8-9p              | --1---- | :30 | 1           | \$5,000.00 | P 4 | 0.00          | NM   | 1     | \$5,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
| Week: |      | 07/17/17          | 07/23/17        | --1----  |       | 1                 |         |     | \$5,000.00  |            |     | 0.00          |      |       |            |
| N 13  | WOIO | 07/24/17          | 07/25/17        | Cleveland 19 News at 11p<br>Cleveland 19 News at 11p | Comm  | 11-1135p          | MT----- | :30 | 1           | \$650.00   | P 4 | 0.00          | NM   | 1     | \$650.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
| Week: |      | 07/24/17          | 07/30/17        | MT-----  |       | 1                 |         |     | \$650.00    |            |     | 0.00          |      |       |            |
| N 14  | WOIO | 07/24/17          | 07/25/17        | NET Price Is Right<br>Price is Right                 | Comm  | 11a-12p           | MT----- | :30 | 1           | \$425.00   | P 4 | 0.00          | NM   | 1     | \$425.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
| Week: |      | 07/24/17          | 07/30/17        | MT-----  |       | 1                 |         |     | \$425.00    |            |     | 0.00          |      |       |            |
| N 15  | WOIO | 07/24/17          | 07/25/17        | SYN M-F 7-730p<br>M-F 7-730p                         | Comm  | 7-730p            | MT----- | :30 | 1           | \$1,250.00 | P 4 | 0.00          | NM   | 1     | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                      |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |

Order / Rev: 1779290  
 Alt Order #: 08717433  
 Flight Dates: 07/17/17 - 07/25/17

Advertiser: ISS/AARP Issue Advertising  
 Product Desc: AARP  
 Estimate: 6037

WOIO

| Ln     | Ch   | Start             | End             | Inventory Code               | Break             | Start/End Time | Days        | Len | Spots         | Rate       | Pri | Rtg  | Type | Spots       | Amount     |
|--------|------|-------------------|-----------------|------------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|-------------|------------|
| N 15   | WOIO | 07/24/17          | 07/25/17        | SYN M-F 7-730p<br>M-F 7-730p | Comm              | 7-730p         | MT-----     | :30 | 1             | \$1,250.00 | P 4 | 0.00 | NM   | 1           | \$1,250.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |             |            |
| Week:  |      | 07/24/17          | 07/30/17        | MT-----                      | 1                 |                | \$1,250.00  |     | 0.00          |            |     |      |      |             |            |
| N 16   | WOIO | 07/24/17          | 07/25/17        | SYN M-F 730-8p<br>M-F 730-8p | Comm              | 730-8p         | MT-----     | :30 | 1             | \$1,400.00 | P 4 | 0.00 | NM   | 1           | \$1,400.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |             |            |
| Week:  |      | 07/24/17          | 07/30/17        | MT-----                      | 1                 |                | \$1,400.00  |     | 0.00          |            |     |      |      |             |            |
| Totals |      |                   |                 |                              |                   |                |             |     |               |            |     |      | 23   | \$18,950.00 |            |