

ORDER

WJW-TV

Orders
Order / Rev: 17974
Alt Order #:
Product Desc: Additional TV for Budish
Estimate: 295
Flight Dates: 10/24/14 - 11/03/14
Original Date / Rev: 10/24/14 / 10/24/14
Order Type: GENERAL

Primary AE: Jeremy Norman
Sales Office: LOCAL
Sales Region: Local

Agency
Name: Melamed Riley Advertising LLC
Buying Contact:
Billing Contact:
 1375 Euclid Ave
 Cleveland, OH 44115

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

Advertiser
Name: Budish, Armond/D/County Executive
Demographic: A25-54
Product Codes: PL1.b.i
Priority: Default
Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/26/14	5	\$9,100.00	\$7,735.00
10/27/14	11/03/14	43	\$72,750.00	\$61,837.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	5	\$9,100.00	\$7,735.00	0.00
November 2014	43	\$72,750.00	\$61,837.50	0.00
Totals	48	\$81,850.00	\$69,572.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
-------------------	--------------	--------------	-----------------------	---------

Jeremy Norman

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
----	----	-------	-----	----------------	-------	----------------	------	-----	-------	------	-----	-----	------	-------	--------

Order / Rev: 17974
 Alt Order #:
 Flight Dates: 10/24/14 - 11/03/14

Advertiser: Budish, Armond/D/County Executive
 Product Desc: Additional TV for Budish
 Estimate: 295
 WJW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/26/14	11/03/14	M-F 6a-7a FOX 8 News In The Morning	CM	M-F 6a-7a	-----	:30	0	\$2,000.00	02	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----					0	\$0.00		0.00			
		Week: 10/27/14	11/02/14	MTWTF--					4	\$2,000.00		0.00			
		Week: 11/03/14	11/09/14	-----					0	\$0.00		0.00			
2	8	10/26/14	11/03/14	M-F 7a-8a FOX 8 News In The Morning	CM	M-F 7a-8a	-----	:30	0	\$2,000.00	02	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----					0	\$0.00		0.00			
		Week: 10/27/14	11/02/14	MTWTF--					4	\$2,000.00		0.00			
		Week: 11/03/14	11/09/14	M-----					1	\$2,000.00		0.00			
3	8	10/26/14	11/03/14	M-F 12p-1p FOX 8 News @ Noon	CM	M-F 12p-1p	-----	:30	0	\$1,000.00	02	0.00	NM	5	\$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: 10/20/14	10/26/14	-----					0	\$0.00		0.00			
		Week: 10/27/14	11/02/14	MTWTF--					4	\$1,000.00		0.00			
		Week: 11/03/14	11/09/14	M-----					1	\$1,000.00		0.00			
4	8	10/26/14	11/03/14	Su 9a-10a FOX 8 News Sunday Morning	CM	Su 9a-10a	-----S	:30	1	\$1,400.00	02	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: 10/20/14	10/26/14	-----S					1	\$1,400.00		0.00			
		Week: 10/27/14	11/02/14	-----S					1	\$1,400.00		0.00			
		Week: 11/03/14	11/09/14	-----					0	\$1,400.00		0.00			
5	8	10/26/14	11/03/14	M-F 4p-5p FOX 8 News @ 4p	CM	M-F 4p-5p	-----	:30	0	\$1,050.00	02	0.00	NM	4	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----					0	\$0.00		0.00			
		Week: 10/27/14	11/02/14	MTWTF--					4	\$1,050.00		0.00			
		Week: 11/03/14	11/09/14	-----					0	\$0.00		0.00			
6	8	10/24/14	11/03/14	M-F 5p-6p FOX 8 News @ 5p	CM	M-F 5p-6p	-----	:30	0	\$1,500.00	02	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	----F--					1	\$1,500.00		0.00			
		Week: 10/27/14	11/02/14	MTWTF--					3	\$1,500.00		0.00			
		Week: 11/03/14	11/09/14	M-----					1	\$1,500.00		0.00			
7	8	10/24/14	11/03/14	M-F 6p-7p FOX 8 News @ 6p	CM	M-F 6p-7p	-----	:30	0	\$1,850.00	02	0.00	NM	5	\$9,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	----F--					1	\$1,850.00		0.00			
		Week: 10/27/14	11/02/14	MTWTF--					3	\$1,850.00		0.00			
		Week: 11/03/14	11/09/14	M-----					1	\$1,850.00		0.00			
8	8	10/26/14	11/03/14	M-F 7p-730p FOX 8 News @ 7p	CM	M-F 7p-730p	-----	:30	0	\$1,700.00	02	0.00	NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----					0	\$0.00		0.00			
		Week: 10/27/14	11/02/14	MTWTF--					2	\$1,700.00		0.00			
		Week: 11/03/14	11/09/14	-----					0	\$1,850.00		0.00			
9	8	10/26/14	11/03/14	Su 6p-7p FOX 8 News @ 6p	CM	Su 6p-7p	-----	:30	0	\$1,150.00	02	0.00	NM	2	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----S					1	\$1,150.00		0.00			
		Week: 10/27/14	11/02/14	-----S					1	\$1,150.00		0.00			
		Week: 11/03/14	11/09/14	-----					0	\$1,850.00		0.00			
10	8	10/24/14	11/03/14	M-Su 10p-11p FOX 8 News @ 10p	CM	M-Su 10p-11p	-----	:30	0	\$3,200.00	02	0.00	NM	3	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	----FSS					1	\$3,200.00		0.00			
		Week: 10/27/14	11/02/14	MTWTFSS					2	\$3,200.00		0.00			
		Week: 11/03/14	11/09/14	-----					0	\$0.00		0.00			
N 11	8	11/03/14	11/03/14	M-F 6a-7a	CM	M-F 6a-7a	M-----	:30	2	\$2,000.00	02	0.00	NM	2	\$4,000.00

Order / Rev: 17974
Alt Order #:
Flight Dates: 10/24/14 - 11/03/14

Advertiser: Budish, Armond/D/County Executive
Product Desc: Additional TV for Budish
Estimate: 295
WJW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6a-7a															
FOX 8 News In The Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/03/14	11/09/14	M-----			2		\$2,000.00		0.00				
N 12	8	10/27/14	11/02/14	M-F 530a-6a	CM	M-F 530a-6a	-TWTF--	:30	2	\$1,300.00	02	0.00	NM	2	\$2,600.00
FOX 8 News @ 530a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/27/14	11/02/14	-TWTF--			2		\$1,300.00		0.00				
N 13	8	10/27/14	11/02/14	M-F 8a-9a	CM	M-F 8a-9a	-TWTF--	:30	2	\$2,000.00	02	0.00	NM	2	\$4,000.00
FOX 8 News @ 8a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/27/14	11/02/14	-TWTF--			2		\$2,000.00		0.00				
N 14	8	10/27/14	11/02/14	Su 7a-8a	CM	Su 7a-8a	-----S	:30	1	\$1,200.00	02	0.00	NM	1	\$1,200.00
FOX 8 Sunday News @ 7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/27/14	11/02/14	-----S			1		\$1,200.00		0.00				
N 15	8	10/27/14	11/02/14	Su 8a-9a	CM	Su 8a-9a	-----S	:30	1	\$1,400.00	02	0.00	NM	1	\$1,400.00
FOX 8 News Sunday Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/27/14	11/02/14	-----S			1		\$1,400.00		0.00				
N 16	8	10/27/14	11/02/14	M-F 7p-730p	CM	M-F 7p-730p	-TWTF--	:30	3	\$2,200.00	02	0.00	NM	3	\$6,600.00
FOX 8 News @ 7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/27/14	11/02/14	-TWTF--			3		\$2,200.00		0.00				
													Totals	48	\$81,850.00