

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WU10 TV 19/45 CLEVELAND, OHIO	Date: 1-28-2016
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I, JOHN M. ZAYAC,
 being/on behalf of: TIMOTHY J. MCGWITY, a legally
 qualified candidate of the DEMOCRATIC political
 party for the office of: CUYAHOGA COUNTY PROSECUTOR
 in the DEMOCRATIC PRIMARY
 election to be held on: MARCH 15, 2015
 do hereby request station time as follows: SEE ATTACHED

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

McGinty 2016 Primary

Book: February 2015 LivePlus3 (LPM)



Schedule Dates: 2/1/2016 - 3/13/2016
 Spot Length(s): :05, :15
 Book: February 2015 LivePlus3 (LPM)
 Author: Aguinaga

Acct. Exec: Izzy Aguinaga
 Phone #: 216-367-7231
 FAX #: 216-515-7152
 Email: laguinaga@raycommmedia.com

Flight Dates: 2/1/2016-3/13/2016

Program Time	Spot Length	FE 1	FE 8	FE 15	FE 22	FE 29	MR 7	DMA P18-64 RTG	DMA P18-64 000	Wks	Rate Spots
WOIO											
CLEVELAND 19 NEWS 5-6AM CPP/CPM Mo-Fr 5:00a-6:00a	:05	1	1	1	1	1	1	0.3 \$16.67	5.9 \$0.85	6	\$5.00 6
CLEVELAND 19 NEWS 5-6AM CPP/CPM Mo-Fr 5:00a-6:00a	:15	2	2	2	2	2	2	0.3 \$66.67	5.9 \$3.39	6	\$20.00 12
CLEVELAND 19 NEWS THIS MORN CPP/CPM Mo-Fr 6:00a-7:00a	:05	2	2	2	2	2	2	0.5 \$20.00	10.9 \$0.92	6	\$10.00 12
CLEVELAND 19 NEWS AT NOON CPP/CPM Mo-Fr 12:00p-12:30p	:05	4	4	4	4	4	4	1.4 \$28.57	30.7 \$1.30	6	\$40.00 24
YOUNG&RESTLESS/B&B CPP/CPM Mo-Fr 12:30p-2:00p	:15	2	2	2	2	2	2	2.2 \$81.82	48.6 \$3.70	6	\$180.00 12
CLEVELAND 19 NEWS 4PM CPP/CPM Mo-Fr 4:00p-5:00p	:05	4	4	4	4	4	4	0.9 \$22.22	19.6 \$1.02	6	\$20.00 24
CLEVELAND 19 NEWS 4PM CPP/CPM Mo-Fr 4:00p-5:00p	:15	2	2	2	2	2	2	0.9 \$66.67	19.6 \$3.06	6	\$60.00 12
CLEVELAND 19 NEWS 5PM CPP/CPM Mo-Fr 5:00p-6:00p	:05	4	4	4	4	4	4	1.2 \$20.83	25.1 \$1.00	6	\$25.00 24
CLEVELAND 19 NEWS 5PM CPP/CPM Mo-Fr 5:00p-6:00p	:15	2	2	2	2	2	2	1.2 \$62.50	25.1 \$2.99	6	\$75.00 12
JEOPARDY CPP/CPM Mo-Fr 7:30p-8:00p	:15	2	2	2	2	2	2	2.9 \$175.86	63.5 \$8.03	6	\$510.00 12
CLEVELAND 19 NEWS AT 11PM CPP/CPM Mo-Fr 11:00p-11:35p	:05	3	3	3	3	3	3	2.2 \$34.09	48.2 \$1.56	6	\$75.00 18
THE LATE SHOW-COLBERT CPP/CPM Mo-Fr 11:35p-12:37a	:05	2	2	2	2	2	2	0.8 \$37.50	18.1 \$1.66	6	\$30.00 12
THE LATE SHOW-COLBERT CPP/CPM Mo-Fr 11:35p-12:37a	:15	1	1	1	1	1	1	0.8 \$112.50	18.1 \$4.97	6	\$90.00 6
CLEVELAND 19 NEWS 11PM SAT CPP/CPM Sat 11:00p-11:35p	:15	1	1	1	1	1	1	1.5 \$120.00	31.8 \$5.66	6	\$180.00 6
CLEVELAND 19 NEWS SUNDAY MORN CPP/CPM Sun 7:00a-9:00a	:15	1	1	1	1	1	1	0.4 \$75.00	8.4 \$3.57	6	\$30.00 6
CLEVELAND 19 NEWS 11PM SUN CPP/CPM Sun 11:00p-11:35p	:05	1	1	1	1	1	1	3.9 \$19.23	84.4 \$0.89	6	\$75.00 6

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Flight Dates: 2/1/2016-3/13/2016

Program Time	Spot Length	FE	FE	FE	FE	FE	MR	DMA P18-64 RTG	DMA P18-64 000	Wks	Rate Spots	
WOIO		1	8	15	22	29	7					
WOIO Totals		34	34	34	34	34	34				\$16,290.00	
								GRP/(000)	270.6	5869.2		Spts: 204
								CPP/CPM:	\$60.20	\$2.78		
								Reach:	60.2	60.2		
								Frequency:	4.5	4.5		

Cost \$16,290.00

Approved by: _____

WUAB												
19 NEWS ON 43 7AM	:15	5	5	5	5	5	5	0.1	2.7	6	\$10.00	
CPP/CPM								\$100.00	\$3.70		30	
Mo-Fr 7:00a-8:00a												
19 NEWS ON 43 10PM	:05	2	2	2	2	2	2	1.0	21.9	6	\$45.00	
CPP/CPM								\$45.00	\$2.05		12	
Mo-Fr 10:00p-10:30p												
19 NEWS ON 43 10PM	:15	2	2	2	2	2	2	1.0	21.9	6	\$135.00	
CPP/CPM								\$135.00	\$6.16		12	
Mo-Fr 10:00p-10:30p												
19 NEWS ON 43 9PM	:05	3	3	3	3	3	3	0.5	10.5	6	\$25.00	
CPP/CPM								\$50.00	\$2.38		18	
Mo-Su 9:00p-10:00p												
19 NEWS ON 43 9PM	:15	4	4	4	4	4	4	0.5	10.5	6	\$75.00	
CPP/CPM								\$150.00	\$7.14		24	
Mo-Su 9:00p-10:00p												
WUAB Totals		16	16	16	16	16	16				\$4,710.00	
								GRP/(000)	48.0	1047.6		Spts: 96
								CPP/CPM:	\$98.13	\$4.50		
								Reach:	10.9	10.9		
								Frequency:	4.4	4.4		

Cost \$4,710.00

Approved by: _____

Total Cost: \$21,000.00 Signature _____

McGinby 2016 Primary

Book: February 2015 LivePlus3 (LPM)



Schedule Date: 2/1/2016 - 3/13/2016
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 Book: February 2015 LivePlus3 (LPM)
 Author: Aguinaga

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General Summary (DMA P18-64 D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach
WOJO	204	\$16,290.00	270.6	5,869	\$60.20	\$2.78	60.2	4.5	41.4	1,316,523
WUAB	96	\$4,710.00	48.0	1,048	\$98.13	\$4.50	10.9	4.4	7.4	238,311
CLEVELAND-AKRON (CAN)	300	\$21,000.00	318.6	6,917	\$65.91	\$3.04	64.5	4.9	45.7	1,411,393

Spot-Length Summary (DMA P18-64 D.RTG)

Spot Length	Spots	%	Cost	%	Grps	%	Imp(000)	CPP	CPM
:05	156	52	\$5,340.00	25	185.4	58	4018.8	\$28.80	\$1.33
:15	144	48	\$15,660.00	75	133.2	42	2898.0	\$117.57	\$5.40
Total (DMA P18-64)	300	100	\$21,000.00	100	318.6	100	6916.8	\$65.91	\$3.04

Week Summary (DMA P18-64 D.RTG)

Week	Spots	%	Cost	%	Grps	%	Imp(000)	CPP	CPM	Reach	Freq	Acc Reach
2/1/2016	50	17	\$3,500.00	17	53.1	17	1152.8	\$65.91	\$3.04	20.2	2.6	20.2
2/8/2016	50	17	\$3,500.00	17	53.1	17	1152.8	\$65.91	\$3.04	20.2	2.6	37.8
2/15/2016	50	17	\$3,500.00	17	53.1	17	1152.8	\$65.91	\$3.04	20.2	2.6	48.6
2/22/2016	50	17	\$3,500.00	17	53.1	17	1152.8	\$65.91	\$3.04	20.2	2.6	55.4
2/29/2016	50	17	\$3,500.00	17	53.1	17	1152.8	\$65.91	\$3.04	20.2	2.6	60.6
3/7/2016	50	17	\$3,500.00	17	53.1	17	1152.8	\$65.91	\$3.04	20.2	2.6	64.5
Total (DMA P18-64)	300	100	\$21,000.00	100	318.6	100	6916.8	\$65.91	\$3.04	64.5	4.9	