

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: <u>WOIO TV 19/43 CLEVELAND, OHIO</u>	Date: <u>1-28-2016</u>
--	----------------------------------

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:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below: N/A

I represent that the payment for the above described broadcast time has been furnished by:

CITIZENS FOR MC GINTY

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

JOHN M. ZAYAC

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

01/25/16
Date

John M. Zayac
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]
Signature

B. Flynn
Printed Name

RSM
Title

McGinty 2016 Primary

Book: February 2015 LivePlus3 (LPM)



Schedule Date: 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: iaguinaga@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	Wk s	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

McGinty 2016 Primary

Book: February 2015 LivePlus3 (LPM)



Schedule Date: 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	W k s	Rate Spots
Flight Dates: 2/1/2018-3/13/2018											
WOIO											
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 _____

McGinty 2016 Primary

Book: February 2015 LivePlus3 (LPM)



Schedule Date: 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

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	