

## ORDER



**Orders**  
**Order / Rev:** 1549860  
**Alt Order #:** 08315354  
**Product Desc:** SENATE LDRSHIP FUND  
**Estimate:** 3097  
**Flight Dates:** 09/27/16 - 10/03/16  
**Original Date / Rev:** 06/28/16 / 06/28/16  
**Order Type:** Political

WUAB

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

**Agency Name:** Main Street Media Group  
**Buying Contact:**  
**Billing Contact:**  
 PO Box 25093  
 Alexandria, VA 22313

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

**Advertiser Name:** ISS/Senate Leadership Fund  
**Demographic:** A35-54  
**Product Codes:** PL20  
**Priority:** P 2  
**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
09/26/16	10/03/16	10	\$5,375.00	\$4,568.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	10	\$5,375.00	\$4,568.75	0.00
<b>Totals</b>	<b>10</b>	<b>\$5,375.00</b>	<b>\$4,568.75</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

	Share	Total
WUAB	1%	\$5,375.00
Market	100%	\$537,500.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
DUAB	0%	\$0.00
EOIO	0%	\$0.00
WBNX	1%	\$5,375.00
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	16%	\$86,000.00
WGGN	0%	\$0.00
WJW	38%	\$204,250.00
WKYC	24%	\$129,000.00
WMFD	0%	\$0.00
WOAC	0%	\$0.00
WOIO	20%	\$107,500.00
WQHS	0%	\$0.00
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
E 1	WUAB	09/30/16	09/30/16	Cleve19 News on 43 at 10p	Comm	Cleve19 News on 43 at 10p	----	1--	:30	1	\$800.00	P 2	0.00	NM	\$800.00

Order / Rev: 1549860  
 Alt Order #: 08315354  
 Flight Dates: 09/27/16 - 10/03/16

Advertiser: ISS/Senate Leadership Fund  
 Product Desc: SENATE LDRSHIP FUND  
 Estimate: 3097

WUAB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUAB	09/30/16	09/30/16	Cleve19 News on 43 at 10p Cleve19 News on 43 at 10p	Comm	Cleve19 News on 43 at 10p	----1--	:30	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/26/16	10/02/16	----1--		1				\$800.00		0.00			
E 2	WUAB	09/30/16	09/30/16	SYN M-F 10:30-11P SYN M-F 10:30-11P	Comm	M-F 10:30-11P	----1--	:30	1	\$275.00	P 2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/26/16	10/02/16	----1--		1				\$275.00		0.00			
E 3	WUAB	10/03/16	10/03/16	Cleve19 News on 43 at 10p Cleve19 News on 43 at 10p	Comm	Cleve19 News on 43 at 10p	1-----	:30	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/03/16	10/09/16	1-----		1				\$800.00		0.00			
E 4	WUAB	10/03/16	10/03/16	SYN M-F 10:30-11P SYN M-F 10:30-11P	Comm	M-F 10:30-11P	1-----	:30	1	\$275.00	P 2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/03/16	10/09/16	1-----		1				\$275.00		0.00			
E 5	WUAB	09/29/16	09/29/16	Cleve19 News on 43 at 10p Cleve19 News on 43 at 10p	Comm	Cleve19 News on 43 at 10p	---1---	:30	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/26/16	10/02/16	---1---		1				\$800.00		0.00			
E 6	WUAB	09/29/16	09/29/16	SYN M-F 10:30-11P SYN M-F 10:30-11P	Comm	M-F 10:30-11P	---1---	:30	1	\$275.00	P 2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/26/16	10/02/16	---1---		1				\$275.00		0.00			
E 7	WUAB	09/27/16	09/27/16	Cleve19 News on 43 at 10p Cleve19 News on 43 at 10p	Comm	Cleve19 News on 43 at 10p	-1-----	:30	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/26/16	10/02/16	-1-----		1				\$800.00		0.00			
E 8	WUAB	09/27/16	09/27/16	SYN M-F 10:30-11P SYN M-F 10:30-11P	Comm	M-F 10:30-11P	-1-----	:30	1	\$275.00	P 2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/26/16	10/02/16	-1-----		1				\$275.00		0.00			
E 9	WUAB	09/28/16	09/28/16	Cleve19 News on 43 at 10p Cleve19 News on 43 at 10p	Comm	Cleve19 News on 43 at 10p	--1----	:30	1	\$800.00	P 2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/26/16	10/02/16	--1----		1				\$800.00		0.00			
E 10	WUAB	09/28/16	09/28/16	SYN M-F 10:30-11P SYN M-F 10:30-11P	Comm	M-F 10:30-11P	--1----	:30	1	\$275.00	P 2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/26/16	10/02/16	--1----		1				\$275.00		0.00			
Totals													10	\$5,375.00	