

ORDER

WOIO

Orders
Order / Rev: 1577336
Alt Order #:
Product Desc: Candidate A
Estimate:
Flight Dates: 10/24/16 - 11/07/16
Original Date / Rev: 10/05/16 / 10/05/16
Order Type: General

Primary AE: House WOIO/WUAB
Sales Office: L-CLE
Sales Region: Local

Agency Name: Midwest Communications & Media.
Buying Contact: Bob Clegg
Billing Contact:
 49 South Grant Avenue
 Columbus, OH 43215

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

Advertiser Name: POL/OHROC
Demographic: A25-54
Product Codes: PL10b
Priority: P 4
Revenue Codes: Agency, Political, Pol-Candidate

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	10/30/16	48	\$42,825.00	\$36,401.25
10/31/16	11/07/16	58	\$51,975.00	\$44,178.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	48	\$42,825.00	\$36,401.25	137.30
November 2016	58	\$51,975.00	\$44,178.75	166.00
Totals	106	\$94,800.00	\$80,580.00	303.30

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House WOIO/WUAB			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WOIO	10/24/16	11/07/16	Cleveland 19 News at 5a	Comm	5-6a	MTWTF--	:30	3	\$125.00	P 4	0.40	NM	7	\$875.00
				Cleveland 19 News at 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--					3	\$125.00		0.40			
		Week: 10/31/16	11/06/16	MTWTF--					3	\$125.00		0.40			
		Week: 11/07/16	11/13/16	M-----					1	\$125.00		0.40			
2	WOIO	10/24/16	11/07/16	Cleveland 19 News at 6a	Comm	6-7a	MTWTF--	:30	5	\$150.00	P 4	0.80	NM	11	\$1,650.00
				Cleveland 19 News at 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--					5	\$150.00		0.80			
		Week: 10/31/16	11/06/16	MTWTF--					5	\$150.00		0.80			
		Week: 11/07/16	11/13/16	M-----					1	\$150.00		0.80			
3	WOIO	10/24/16	11/07/16	NET CBS AM Network News	Comm	7-9a	MTWTF--	:30	10	\$175.00	P 4	1.10	NM	22	\$3,850.00
				CBS This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--					10	\$175.00		1.10			
		Week: 10/31/16	11/06/16	MTWTF--					10	\$175.00		1.10			
		Week: 11/07/16	11/13/16	M-----					2	\$175.00		1.10			
4	WOIO	10/24/16	11/07/16	Noon News	Comm	12-1230p	MTWTF--	:30	5	\$975.00	P 4	0.50	NM	11	\$10,725.00
				Noon News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--					5	\$975.00		0.50			
		Week: 10/31/16	11/06/16	MTWTF--					5	\$975.00		0.50			
		Week: 11/07/16	11/13/16	M-----					1	\$975.00		0.50			

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Advertiser: POL/OHROC
 Product Desc: Candidate A
 Estimate: WOIO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WOIO	10/24/16	11/07/16	Cleveland 19 News at 5p Cleveland 19 News at 5p	Comm	5-6p	MTWTF--	:30	3	\$550.00	P 4	1.70	NM	7	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--					3	\$550.00		1.70			
		Week: 10/31/16	11/06/16	MTWTF--					3	\$550.00		1.70			
		Week: 11/07/16	11/13/16	M-----					1	\$550.00		1.70			
6	WOIO	10/24/16	11/07/16	Cleveland 19 News at 6p Cleveland 19 News at 6p	Comm	6-630p	MTWTF--	:30	5	\$1,000.00	P 4	3.00	NM	11	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--					5	\$1,000.00		3.00			
		Week: 10/31/16	11/06/16	MTWTF--					5	\$1,000.00		3.00			
		Week: 11/07/16	11/13/16	M-----					1	\$1,000.00		3.00			
7	WOIO	10/24/16	11/07/16	SYN M-F 7-730p M-F 7-730p	Comm	7-730p	MTWTF--	:30	5	\$2,000.00	P 4	7.50	NM	11	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--					5	\$2,000.00		7.50			
		Week: 10/31/16	11/06/16	MTWTF--					5	\$2,000.00		7.50			
		Week: 11/07/16	11/13/16	M-----					1	\$2,000.00		7.50			
8	WOIO	10/24/16	11/07/16	SYN M-F 730-8p M-F 730-8p	Comm	730-8p	MTWTF--	:30	5	\$2,500.00	P 4	8.90	NM	11	\$27,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--					5	\$2,500.00		8.90			
		Week: 10/31/16	11/06/16	MTWTF--					5	\$2,500.00		8.90			
		Week: 11/07/16	11/13/16	M-----					1	\$2,500.00		8.90			
9	WOIO	10/24/16	11/07/16	Cleveland 19 News at 11p Cleveland 19 News at 11p	Comm	11-1135p	MTWTF--	:30	3	\$1,500.00	P 4	3.70	NM	7	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--					3	\$1,500.00		3.70			
		Week: 10/31/16	11/06/16	MTWTF--					3	\$1,500.00		3.70			
		Week: 11/07/16	11/13/16	M-----					1	\$1,500.00		3.70			
10	WOIO	10/29/16	11/05/16	The Early Show Sat Early Show	Comm	9-11a	-----S-	:30	2	\$250.00	P 4	1.20	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----S-					2	\$250.00		1.20			
		Week: 10/31/16	11/06/16	-----S-					2	\$250.00		1.20			
11	WOIO	10/29/16	11/05/16	Sa Cleve 19 News at 11p Sa Cleve 19 News at 11p	Comm	11p-1135p/11P-12	-----S-	:30	1	\$750.00	P 4	2.50	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----S-					1	\$750.00		2.50			
		Week: 10/31/16	11/06/16	-----S-					1	\$750.00		2.50			
12	WOIO	10/30/16	11/06/16	Cleveland 19 News at 7a Cleveland 19 News at 7a	Comm	7-8:30a	-----S	:30	1	\$175.00	P 4	0.50	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----S					1	\$175.00		0.50			
		Week: 10/31/16	11/06/16	-----S					1	\$175.00		0.50			
													Totals	106	\$94,800.00