



WKRC
1906 Highland Ave
Cincinnati, OH 45219

WKRC CINCINNATI

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 3027674

Schedule Dates 09/18/17-10/15/17
Advertiser Ohio Taxpayers for Lower Drug Prices (117299)
Agency Strategic Media Placement (6694)
Product POLITICAL ISSUE (ns) (1187)
Brand //5223 (956768)
Salesperson Hosty, Jennifer (2503)
Sales Office WSTR
Buyer Name Brant,Fink,
Phone/Fax /
CPE 1253/1882/5258
Account Types Local/Spot Agency BRD
Billing Type Standard
Comments Separation: 30

Date Entered 09/14/17
Last Modified 09/14/17
Entered By Dale Thomas
CO-OP No
Headline #
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,277.50
Net Total \$69,572.50
Sales Tax

Cincinnati (WKRC)

By Broadcast Month	Spots	Rate
Sep. 2017	29	\$18,800.00
Oct. 2017	80	\$63,050.00
Grand Total:	109	\$81,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	09/18/17-09/22/17	4	:30	5:58A- 7A (EST)	3	X	X	X	X	X			3	\$300.00	\$900.00	Cincinnati (WKRC)	Daypart RT(Agency)-Q3	9/14/17
2.0	Normal Line / SPOT	09/18/17-09/22/17	4	:30	4P- 5P (EST)	3	X	X	X	X	X			3	\$750.00	\$2,250.00	Cincinnati (WKRC)	Daypart EF	9/14/17
3.0	Normal Line / SPOT	09/25/17-09/29/17	4	:30	5P- 5:58P (EST)	3	X	X	X	X	X			3	\$750.00	\$2,250.00	Cincinnati (WKRC)	Daypart EN(Agency)-Q3	9/14/17
4.0	Normal Line / SPOT	10/02/17-10/06/17	4	:30	5P- 5:58P (EST)	3	X	X	X	X	X			3	\$750.00	\$2,250.00	Cincinnati (WKRC)	Daypart EN(Agency)-Q3	9/14/17
5.0	Normal Line / SPOT	10/09/17-10/13/17	4	:30	5P- 5:58P (EST)	3	X	X	X	X	X			3	\$750.00	\$2,250.00	Cincinnati (WKRC)	Daypart EN(Agency)-Q3	9/14/17
6.0	Normal Line / SPOT	09/18/17-09/22/17	4	:30	5P- 5:58P (EST)	3	X	X	X	X	X			3	\$800.00	\$2,400.00	Cincinnati (WKRC)	Daypart EN	9/14/17
7.0	Normal Line / News	09/23/17-09/23/17	4	:30	6P- 6:30P (EST)	1						X		1	\$800.00	\$800.00	Cincinnati (WKRC)	Daypart EN	9/14/17
8.0	Normal Line / News	09/30/17-09/30/17	4	:30	6P- 6:30P (EST)	1						X		1	\$800.00	\$800.00	Cincinnati (WKRC)	Daypart EN	9/14/17
9.0	Normal Line / News	10/07/17-10/07/17	4	:30	6P- 6:30P (EST)	1						X		1	\$800.00	\$800.00	Cincinnati (WKRC)	Daypart EN	9/14/17
10.0	Normal Line / News	10/14/17-10/14/17	4	:30	6P- 6:30P (EST)	1						X		1	\$800.00	\$800.00	Cincinnati (WKRC)	Daypart EN	9/14/17
11.0	Normal Line / SPOT	09/24/17-09/24/17	4	:30	6:30P- 7P (EST)	1							X	1	\$800.00	\$800.00	Cincinnati (WKRC)	Daypart EN	9/14/17
12.0	Normal Line / SPOT	10/01/17-10/01/17	4	:30	6:30P- 7P (EST)	1							X	1	\$800.00	\$800.00	Cincinnati (WKRC)	Daypart EN	9/14/17
13.0	Normal Line / SPOT	10/08/17-10/08/17	4	:30	6:30P- 7P (EST)	1							X	1	\$800.00	\$800.00	Cincinnati (WKRC)	Daypart EN	9/14/17
14.0	Normal Line / SPOT	10/15/17-10/15/17	4	:30	6:30P- 7P (EST)	1							X	1	\$800.00	\$800.00	Cincinnati (WKRC)	Daypart EN	9/14/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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15.0	Normal Line / SPOT	09/18/17-09/22/17	4	:30	6:30P- 7P (EST)	1	X		X		X			1	\$1,500.00	\$1,500.00	Cincinnati (WKRC)	Daypart EN	9/14/17
16.0	Normal Line / SPOT	09/25/17-09/29/17	4	:30	6:30P- 7P (EST)	1	X		X		X			1	\$1,500.00	\$1,500.00	Cincinnati (WKRC)	Daypart EN	9/14/17
17.0	Normal Line / SPOT	10/02/17-10/06/17	4	:30	6:30P- 7P (EST)	1	X		X		X			1	\$1,500.00	\$1,500.00	Cincinnati (WKRC)	Daypart EN	9/14/17
18.0	Normal Line / SPOT	10/09/17-10/13/17	4	:30	6:30P- 7P (EST)	1	X		X		X			1	\$1,500.00	\$1,500.00	Cincinnati (WKRC)	Daypart EN	9/14/17
19.0	Normal Line / Prime	09/25/17-09/25/17	4	:30	10P- 11P (EST)	1	X							1	\$4,000.00	\$4,000.00	Cincinnati (WKRC)	Daypart PT	9/14/17
20.0	Normal Line / Prime	10/09/17-10/09/17	4	:30	10P- 11P (EST)	1	X							1	\$4,000.00	\$4,000.00	Cincinnati (WKRC)	Daypart PT	9/14/17
21.0	Normal Line / SPOT	09/18/17-09/22/17	4	:30	11P- 11:35P (EST)	3	X	X	X	X	X			3	\$1,300.00	\$3,900.00	Cincinnati (WKRC)	Daypart LN	9/14/17
22.0	Normal Line / SPOT	09/25/17-09/29/17	4	:30	11P- 11:35P (EST)	3	X	X	X	X	X			3	\$1,500.00	\$4,500.00	Cincinnati (WKRC)	Daypart LN	9/14/17
23.0	Normal Line / SPOT	10/02/17-10/06/17	4	:30	11P- 11:35P (EST)	3	X	X	X	X	X			3	\$1,500.00	\$4,500.00	Cincinnati (WKRC)	Daypart LN	9/14/17
24.0	Normal Line / SPOT	10/09/17-10/13/17	4	:30	11P- 11:35P (EST)	3	X	X	X	X	X			3	\$1,500.00	\$4,500.00	Cincinnati (WKRC)	Daypart LN	9/14/17
25.0	Normal Line / News	09/25/17-09/29/17	4	:30	5:58A- 7A (EST)	3	X	X	X	X	X			3	\$350.00	\$1,050.00	Cincinnati (WKRC)	Daypart RT	9/14/17
26.0	Normal Line / News	10/02/17-10/06/17	4	:30	5:58A- 7A (EST)	3	X	X	X	X	X			3	\$350.00	\$1,050.00	Cincinnati (WKRC)	Daypart RT	9/14/17
27.0	Normal Line / News	10/09/17-10/13/17	4	:30	5:58A- 7A (EST)	3	X	X	X	X	X			3	\$350.00	\$1,050.00	Cincinnati (WKRC)	Daypart RT	9/14/17
28.0	Normal Line / SPOT	09/18/17-09/22/17	4	:30	7A- 9A (EST)	6	X	X	X	X	X			6	\$400.00	\$2,400.00	Cincinnati (WKRC)	Daypart EM(Agency)-Q3	9/14/17

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29.0	Normal Line / SPOT	09/25/17-09/29/17	4	:30	7A- 9A (EST)	6	X	X	X	X	X			6	\$450.00	\$2,700.00	Cincinnati (WKRC)	Daypart EM	9/14/17
30.0	Normal Line / SPOT	10/02/17-10/06/17	4	:30	7A- 9A (EST)	6	X	X	X	X	X			6	\$450.00	\$2,700.00	Cincinnati (WKRC)	Daypart EM	9/14/17
31.0	Normal Line / SPOT	10/09/17-10/13/17	4	:30	7A- 9A (EST)	6	X	X	X	X	X			6	\$450.00	\$2,700.00	Cincinnati (WKRC)	Daypart EM	9/14/17
32.0	Normal Line / SPOT	09/23/17-09/23/17	4	:30	7A- 10A (EST)	2						X		2	\$350.00	\$700.00	Cincinnati (WKRC)	Daypart RT	9/14/17
33.0	Normal Line / SPOT	09/30/17-09/30/17	4	:30	7A- 10A (EST)	2						X		2	\$350.00	\$700.00	Cincinnati (WKRC)	Daypart RT	9/14/17
34.0	Normal Line / SPOT	10/07/17-10/07/17	4	:30	7A- 10A (EST)	2						X		2	\$350.00	\$700.00	Cincinnati (WKRC)	Daypart RT	9/14/17
35.0	Normal Line / SPOT	10/14/17-10/14/17	4	:30	7A- 10A (EST)	2						X		2	\$350.00	\$700.00	Cincinnati (WKRC)	Daypart RT	9/14/17
36.0	Normal Line / SPOT	09/18/17-09/22/17	4	:30	11A- 12P (EST)	3	X	X	X	X	X			3	\$500.00	\$1,500.00	Cincinnati (WKRC)	Daypart DT(Agency)-Q3	9/14/17
37.0	Normal Line / SPOT	09/25/17-09/29/17	4	:30	11A- 12P (EST)	3	X	X	X	X	X			3	\$600.00	\$1,800.00	Cincinnati (WKRC)	Daypart DT	9/14/17
38.0	Normal Line / SPOT	10/02/17-10/06/17	4	:30	11A- 12P (EST)	3	X	X	X	X	X			3	\$600.00	\$1,800.00	Cincinnati (WKRC)	Daypart DT	9/14/17
39.0	Normal Line / SPOT	10/09/17-10/13/17	4	:30	11A- 12P (EST)	3	X	X	X	X	X			3	\$600.00	\$1,800.00	Cincinnati (WKRC)	Daypart DT	9/14/17
40.0	Normal Line / SPOT	09/18/17-09/22/17	4	:30	12P- 12:30P (EST)	3	X	X	X	X	X			3	\$550.00	\$1,650.00	Cincinnati (WKRC)	Daypart DT(Agency)-Q3	9/14/17
41.0	Normal Line / SPOT	09/25/17-09/29/17	4	:30	12P- 12:30P (EST)	3	X	X	X	X	X			3	\$750.00	\$2,250.00	Cincinnati (WKRC)	Daypart DT	9/14/17
42.0	Normal Line / SPOT	10/02/17-10/06/17	4	:30	12P- 12:30P (EST)	3	X	X	X	X	X			3	\$750.00	\$2,250.00	Cincinnati (WKRC)	Daypart DT	9/14/17

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Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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43.0	Normal Line / SPOT	10/09/17-10/13/17	4	:30	12P- 12:30P (EST)	3	X	X	X	X	X			3	\$750.00	\$2,250.00	Cincinnati (WKRC)	Daypart DT	9/14/17

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Date:

Comments:

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New Order

Agency: Strategic Media Placement
Office: Delaware
Client: 1253 - Ohio Taxpayers for Lower Drug Prices 2017
Product: 1882 - Broadcast

Station: WKRC-TV
Order Type: Normal
Cancel Date:
Received in ePort: 9/14/2017 1:07:36 PM

Flight Start: 09/18/2017
Flight End: 10/15/2017
Hiatus:

Piggyback Product:

Estimate: 5258 - OH Taxpayers for Lower Drug
 CINCI - 9.18-10.15

Airtime Dollars: \$81,850.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$81,850.00
Total Spots: 109

Primary Demo: A35+
Demo 2:
Demo 3:
GRP: 434.90
CPP: \$188.20
GIMP: 0
CPM: \$0.00
Comments: Separation: 30

Local/National: Local
Rep Office: WKRC-TV
AE: Dale Thomas - Manager
Phone:
OrderID: 6532244
Status: Forwarded Confirmed

MarketShare:

Weekly Airtime Lines

Line	Daypart (Program)	DPT Code	Rate	C/T	Len					Total Spots	A35+			
						9/18	9/25	10/2	10/9		Rtg	CPP	Imp	CPM
1	MTuWThF 5:58A-7A Local 12 News Good Morning Cincinnati at 6	RT	\$300.00	C	30	3	0	0	0	3	3.40	\$88.24		
Q3														
2	MTuWThF 5:58A-7A Local 12 News Good Morning Cincinnati at 6	RT	\$350.00	C	30	0	3	3	3	9	3.40	\$102.94		
3	MTuWThF 7A-9A CBS This Morning	EM	\$400.00	C	30	6	0	0	0	6	2.90	\$137.93		
Q3														
4	MTuWThF 7A-9A CBS This Morning	EM	\$450.00	C	30	0	6	6	6	18	2.90	\$155.17		
5	Sa 7A-10A Good Morning Cincinnati / CBS This Morning	RT	\$350.00	C	30	2	2	2	2	8	2.70	\$129.63		
6	MTuWThF 11A-12P The Price is Right	DT	\$500.00	C	30	3	0	0	0	3	3.90	\$128.21		
Q3														
7	MTuWThF 11A-12P The Price is Right	DT	\$600.00	C	30	0	3	3	3	9	3.90	\$153.85		

New Order (Page 2)

Agency: Strategic Media Placement
Client: 1253 - Ohio Taxpayers for Lower Drug Prices 2017

Station: WKRC-TV
Product: 1882 - Broadcast

Order ID: 6532244
Estimate: 5258 - OH Taxpayers for Lower Drug
 CINCI - 9.18-10.15

Flight Start: 09/18/2017

Flight End: 10/15/2017

Received in ePort: 9/14/2017 1:07:36 PM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len					Total Spots	A35+			
						9/18	9/25	10/2	10/9		Rtg	CPP	Imp	CPM
8	MTuWThF 12P-12:30P Local 12 News at Noon	DT	\$550.00	C	30	3	0	0	0		3	5.10	\$107.84	
Q3														
9	MTuWThF 12P-12:30P Local 12 News at Noon	DT	\$750.00	C	30	0	3	3	3		9	5.10	\$147.06	
10	MTuWThF 4P-5P Local 12 News First at Four	EF	\$750.00	C	30	3	0	0	0		3	4.50	\$166.67	
11	MTuWThF 5P-5:58P Local 12 News Live at 5	EN	\$750.00	C	30	0	3	3	3		9	4.90	\$153.06	
Q3														
12	MTuWThF 5P-5:58P Local 12 News Live at 5	EN	\$800.00	C	30	3	0	0	0		3	4.90	\$163.27	
13	Sa 6P-6:30P Local 12 News Weekend	EN	\$800.00	C	30	1	1	1	1		4	3.30	\$242.42	
14	Su 6:30P-7P Local 12 News Weekend	EN	\$800.00	C	30	1	1	1	1		4	5.00	\$160.00	
15	MWF 6:30P-7P CBS Evening News	EN	\$1,500.00	C	30	1	1	1	1		4	5.50	\$272.73	
16	M 10P-11P Scorpion	PT	\$4,000.00	C	30	0	1	0	1		2	4.90	\$816.33	
17	MTuWThF 11P-11:35P Local 12 News Live at 11 (M-F)	LN	\$1,300.00	C	30	3	0	0	0		3	4.80	\$270.83	
18	MTuWThF 11P-11:35P Local 12 News Live at 11 (M-F)	LN	\$1,500.00	C	30	0	3	3	3		9	4.80	\$312.50	
Total Spots:						29	27	26	27					
Total GRP:						116.4	107.8	102.9	107.8					
Cash\$ - Spots: \$81,850.00 - 109 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$81,850.00 Total GRP - CPP: 434.9 - \$188.20 Total GIMP(000) - CPM: 0 - \$0.00														