

# ORDER



**Orders**  
**Order / Rev:** 1649389  
**Alt Order #:** 09205526  
**Product Desc:** CORDRAY FOR GOVERNOR  
**Estimate:** 6962  
**Flight Dates:** 10/30/18 - 11/05/18  
**Original Date / Rev:** 08/29/18 / 08/29/18  
**Order Type:** Political

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Greer Margolis Mitchell / POL  
**Buying Contact:**  
**Billing Contact:**  
 3050 K Street NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** POL/ Cordray/Sutton Committee  
**Demographic:** A35+  
**Product Codes:** PL- State Governor  
**Priority:** P04  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 115410  
**Agency External ID:** 1700AGY  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/18	11/04/18	73	\$74,550.00	\$63,367.50
11/05/18	11/11/18	16	\$15,850.00	\$13,472.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2018	89	\$90,400.00	\$76,840.00	0.00
<b>Totals</b>	<b>89</b>	<b>\$90,400.00</b>	<b>\$76,840.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WKYC	26%	\$90,400.00
Market	100%	\$347,692.31

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	24%	\$83,446.15
WJW	29%	\$100,830.77
WOIO	20%	\$69,538.46
WUAB	1%	\$3,476.92

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	10/30/18	11/05/18	Local News @ 5a M-F	CM	5-6a	MTWTF--	:30	4	\$350.00	P04	0.00	NM	4	\$1,400.00
				Local News @ 5a M-F											
				CH 3 NEWS AT SUNRISE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/30/18	11/05/18	MTWTF--		4		\$350.00		0.00					
N 2	WKYC	11/04/18	11/04/18	Today Show Su	CM	8a-9a	-----S	:30	1	\$700.00	P04	0.00	NM	1	\$700.00
				NBC Today Show (Su)											
				SUNDAY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/18	11/04/18	-----S		1		\$700.00		0.00					

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 Estimate: 6962  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKYC	11/04/18	11/04/18	Local News @ 9a Su Local News @ 9a Su	CM	9-10a	-----S	:30	1	\$400.00	P04	0.00	NM	1	\$400.00
CH 3 WEEKEND 9AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/18	11/04/18	-----S			1		\$400.00		0.00				
N 4	WKYC	10/30/18	11/05/18	Today Show 3 Today Show 3	CM	10-11a	MTWTF--	:30	5	\$200.00	P04	0.00	NM	5	\$1,000.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			5		\$200.00		0.00				
N 5	WKYC	10/30/18	11/05/18	Lv on Lksd 11a-1230p MCM Live on Lakeside	MCM	11a-1230p M-Th	MTWTF--	:30	5	\$150.00	P04	0.00	NM	5	\$750.00
LIVE ON LAKESIDE (MIDDAY NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			5		\$150.00		0.00				
N 6	WKYC	11/04/18	11/04/18	Meet the Press Meet the Press	CM	10-11a	-----S	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/18	11/04/18	-----S			1		\$1,500.00		0.00				
N 7	WKYC	10/30/18	11/05/18	3-4p 3-4p	CM	3p-4p	MTWTF--	:30	5	\$200.00	P04	0.00	NM	5	\$1,000.00
DAILY BLAST LIVE / DAILY BLAST LIV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			5		\$200.00		0.00				
N 8	WKYC	10/30/18	11/05/18	Ellen 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	5	\$500.00	P04	0.00	NM	5	\$2,500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			5		\$500.00		0.00				
N 9	WKYC	10/30/18	11/05/18	Dr. Phil 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	5	\$700.00	P04	0.00	NM	5	\$3,500.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			5		\$700.00		0.00				
N 10	WKYC	10/30/18	11/05/18	Local News @ 6p M-F Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	4	\$1,500.00	P04	0.00	NM	4	\$6,000.00
CH 3 NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			4		\$1,500.00		0.00				
N 11	WKYC	10/30/18	11/05/18	NBC Nightly News NBC Nightly News	CM	630-7p	MTWTF--	:30	4	\$1,800.00	P04	0.00	NM	4	\$7,200.00
NBC NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			4		\$1,800.00		0.00				
N 12	WKYC	10/30/18	11/05/18	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	MTWTF--	:30	4	\$800.00	P04	0.00	NM	4	\$3,200.00
CH 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			4		\$800.00		0.00				
N 13	WKYC	10/30/18	11/05/18	Local News @ 7p M-F Channel 3 News at 7P	CM	Channel 3 News a	MTWTF--	:30	4	\$1,500.00	P04	0.00	NM	4	\$6,000.00
CH 3 NEWS AT 7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			4		\$1,500.00		0.00				
N 14	WKYC	11/03/18	11/04/18	EN (Sa-Su) Early News (Sa-Su)	CM	6P-630p Sa/Su	-----SS	:30	2	\$500.00	P04	0.00	NM	2	\$1,000.00
6PM WEEKEND NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/18	11/04/18	-----SS			2		\$500.00		0.00				
N 15	WKYC	10/30/18	11/05/18		CM	11P-1135P	MTWTF--	:30	4	\$1,500.00	P04	0.00	NM	4	\$6,000.00

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**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LN (M-Su) Late News (M-Su)											
				CH 3 NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			4		\$1,500.00		0.00				
N16	WKYC	10/30/18	11/05/18	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	5	\$600.00	P04	0.00	NM	5	\$3,000.00
				TONIGHT SHOW W/FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			5		\$600.00		0.00				
N17	WKYC	10/30/18	11/05/18	Late Night Late Night	CM	1237a-137a (12:35 XM-1:35 XM)	MTWTF--	:30	5	\$200.00	P04	0.00	NM	5	\$1,000.00
				LATE NIGHT/SETH MEYERS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			5		\$200.00		0.00				
N18	WKYC	10/30/18	11/05/18	Last Call Last Call w/Carson Daly	CM	135a-207a (1:35 XM-2:05 XM)	MTWTF--	:30	5	\$100.00	P04	0.00	NM	5	\$500.00
				LAST CALL CARSON DALY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			5		\$100.00		0.00				
N19	WKYC	11/03/18	11/03/18	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$1,800.00	P04	0.00	NM	1	\$1,800.00
				SATURDAY NIGHT LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/18	11/04/18	-----S-			1		\$1,800.00		0.00				
N20	WKYC	11/05/18	11/05/18	Mon Prime Other The Voice	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$5,000.00	P04	0.00	NM	1	\$5,000.00
				THE VOICE-FALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/18	11/11/18	M-----			1		\$5,000.00		0.00				
N21	WKYC	10/30/18	10/30/18	Tue Prime A The Voice	CM	8-9p	-T-----	:30	1	\$5,000.00	P04	0.00	NM	1	\$5,000.00
				THE VOICE-FALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/18	11/04/18	-T-----			1		\$5,000.00		0.00				
N22	WKYC	10/30/18	10/30/18	Tue Prime B This is Us	CM	9-10p	-T-----	:30	1	\$10,000.00	P04	0.00	NM	1	\$10,000.00
				THIS IS US-FALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/18	11/04/18	-T-----			1		\$10,000.00		0.00				
N23	WKYC	10/30/18	11/05/18	Today Show Today Show	CM	7-9a	MTWTF--	:30	4	\$800.00	P04	0.00	NM	4	\$3,200.00
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/18	11/05/18	MTWTF--			4		\$800.00		0.00				
N24	WKYC	10/31/18	10/31/18	Wed Prime C Chicago PD	CM	10-11p	--W----	:30	1	\$4,000.00	P04	0.00	NM	1	\$4,000.00
				CHICAGO PD-FALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/18	11/04/18	--W----			1		\$4,000.00		0.00				
N25	WKYC	11/03/18	11/03/18	Sat Prime C SNL	CM	10-11p	-----S-	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				SNL ENCORES-FALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/18	11/04/18	-----S-			1		\$1,500.00		0.00				
N26	WKYC	11/04/18	11/04/18	NFL Su Night Game NFL Football	CM	NFL Football	-----S	:30	1	\$10,000.00	P04	0.00	NM	1	\$10,000.00
				SNF: PACKERS @ PATRIOTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/18	11/04/18	-----S			1		\$10,000.00		0.00				
N27	WKYC	10/30/18	11/05/18		CM	9-10a	MTWTF--	:30	4	\$300.00	P04	0.00	NM	4	\$1,200.00

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**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show 2											
				Today Show 2											
MEGYN KELLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/30/18	11/05/18	MTWTF--			4			\$300.00			0.00		
N28	WKYC	11/03/18	11/03/18	Local News @ 6a Sa	CM	6-7a	-----S-	:30	1	\$250.00	P04	0.00	NM	1	\$250.00
				Local News @ 6a Sa											
CH 3 NEWS SAT MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/18	11/04/18	-----S-			1			\$250.00			0.00		
N29	WKYC	11/03/18	11/03/18	Today Show Sa	CM	7a-9a	-----S-	:30	1	\$700.00	P04	0.00	NM	1	\$700.00
				NBC Today Show (Sa)											
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/18	11/04/18	-----S-			1			\$700.00			0.00		
N30	WKYC	11/03/18	11/03/18	Local News @ 8/9a Sa	CM	8-9a	-----S-	:30	1	\$400.00	P04	0.00	NM	1	\$400.00
				Local News @ 8/9a Sa (8:00 AM-9:00 AM)											
CHANNEL 3 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/18	11/04/18	-----S-			1			\$400.00			0.00		
N31	WKYC	11/04/18	11/04/18	Local News @ 6a Su	CM	6-7a	-----S	:30	1	\$300.00	P04	0.00	NM	1	\$300.00
				Local News @ 6a Su											
CH 3 NEWS SUN MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/18	11/04/18	-----S			1			\$300.00			0.00		
N32	WKYC	11/04/18	11/04/18	Local News @ 7a Su	CM	7-8a	-----S	:30	1	\$400.00	P04	0.00	NM	1	\$400.00
				Local News @ 7a Su											
CH 3 NEWS SUN MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/18	11/04/18	-----S			1			\$400.00			0.00		
													Totals	89	\$90,400.00