

ORDER



Orders
Order / Rev: 1638976
Alt Order #: 09186678
Product Desc: CORDRAY FOR GOVERNOR
Estimate: 6800
Flight Dates: 08/14/18 - 08/20/18
Original Date / Rev: 08/03/18 / 08/03/18
Order Type: RFP

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
08/13/18	08/19/18	39	\$29,325.00	\$24,926.25
08/20/18	08/26/18	9	\$5,175.00	\$4,398.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2018	48	\$34,500.00	\$29,325.00	0.00
Totals	48	\$34,500.00	\$29,325.00	0.00

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%	\$34,500.00
Market	100%	\$132,692.31

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	24%	\$31,846.15
WJW	29%	\$38,480.77
WOIO	20%	\$26,538.46
WUAB	1%	\$1,326.92

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	08/14/18	08/20/18	Local News @ 6a M-F	CM	6-7a	MTWTF--	:30	4	\$500.00	P04	0.00	NM	4	\$2,000.00
				Local News @ 6a M-F											
				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: 08/14/18	08/20/18	MTWTF--		4		\$500.00		0.00					
N 2	WKYC	08/14/18	08/20/18	Local News @ 7p M-F	CM	Channel 3 News at 7P	MTWTF--	:30	3	\$900.00	P04	0.00	NM	3	\$2,700.00
				Channel 3 News at 7P											
				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: 08/14/18	08/20/18	MTWTF--		3		\$900.00		0.00					

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKYC	08/18/18	08/19/18	EN (Sa-Su) Early News (Sa-Su)	CM	6P-630p Sa/Su	-----SS	:30	1	\$350.00	P04	0.00	NM	1	\$350.00
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:		08/13/18	08/19/18	-----SS					1	\$350.00		0.00			
N 4	WKYC	08/14/18	08/20/18	ET 730-8p Entertainment Tonight	CM	730-8p	MTWTF--	:30	2	\$750.00	P04	0.00	NM	2	\$1,500.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/18	08/20/18	MTWTF--					2	\$750.00		0.00			
N 5	WKYC	08/14/18	08/20/18	LN (M-Su) Late News (M-Su)	CM	11P-1135P	MTWTFSS	:30	4	\$1,200.00	P04	0.00	NM	4	\$4,800.00
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:		08/14/18	08/20/18	MTWTFSS					4	\$1,200.00		0.00			
N 6	WKYC	08/14/18	08/20/18	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	4	\$600.00	P04	0.00	NM	4	\$2,400.00
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:		08/14/18	08/20/18	MTWTF--					4	\$600.00		0.00			
N 7	WKYC	08/14/18	08/20/18	Late Night Late Night	CM	1237a-137a (12:35 XM-1:35 XM)	MTWTF--	:30	4	\$200.00	P04	0.00	NM	4	\$800.00
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:		08/14/18	08/20/18	MTWTF--					4	\$200.00		0.00			
N 8	WKYC	08/14/18	08/14/18	Tue Prime Other AGT	CM	8-10p (8:00 PM-10:00 PM)	-T-----	:30	1	\$5,000.00	P04	0.00	NM	1	\$5,000.00
AMRCAS GOT TALENT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	-T-----					1	\$5,000.00		0.00			
N 9	WKYC	08/15/18	08/15/18	Wed Prime Other WOD	CM	9-11p (9:00 PM-11:00 PM)	--W----	:30	1	\$3,000.00	P04	0.00	NM	1	\$3,000.00
WORLD OF DANCE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	--W----					1	\$3,000.00		0.00			
N 10	WKYC	08/18/18	08/18/18	Sat Prime C Dateline	CM	10-11p	-----S-	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
DATELINE SAT MYSTERY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	-----S-					1	\$1,500.00		0.00			
N 11	WKYC	08/14/18	08/20/18	Today Show Today Show	CM	7-9a	MTWTF--	:30	4	\$500.00	P04	0.00	NM	4	\$2,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/18	08/20/18	MTWTF--					4	\$500.00		0.00			
N 12	WKYC	08/18/18	08/18/18	Today Show Sa NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$500.00	P04	0.00	NM	1	\$500.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	-----S-					1	\$500.00		0.00			
N 13	WKYC	08/18/18	08/18/18	Local News @ 8/9a Sa Local News @ 8/9a Sa	CM	8-9a/9-10a	-----S-	:30	1	\$350.00	P04	0.00	NM	1	\$350.00
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:		08/13/18	08/19/18	-----S-					1	\$350.00		0.00			
N 14	WKYC	08/19/18	08/19/18	Today Show Su NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$500.00	P04	0.00	NM	1	\$500.00
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/18	08/19/18	-----S					1	\$500.00		0.00			
N 15	WKYC	08/14/18	08/20/18		CM	10-11a	MTWTF--	:30	4	\$200.00	P04	0.00	NM	4	\$800.00

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				Today Show 3											
				Today Show 3											
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:		08/14/18	08/20/18	MTWTF--			4		\$200.00		0.00				
N16	WKYC	08/14/18	08/20/18	Live on Lakeside 11a-12p	CM	Live on Lakeside 11a-12p	MTWTF--	:30	4	\$125.00	P04	0.00	NM	4	\$500.00
				Live on Lakeside 11a-12p											
LIVE ON LAKESIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/14/18	08/20/18	MTWTF--			4		\$125.00		0.00				
N17	WKYC	08/14/18	08/20/18	Ellen 4-5p	CM	4p-5p	MTWTF--	:30	4	\$450.00	P04	0.00	NM	4	\$1,800.00
				Ellen Degeneres											
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/14/18	08/20/18	MTWTF--			4		\$450.00		0.00				
N18	WKYC	08/14/18	08/20/18	Local News @ 6p M-F	CM	6p-630p	MTWTF--	:30	4	\$1,000.00	P04	0.00	NM	4	\$4,000.00
				Channel 3 News at 6p											
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:		08/14/18	08/20/18	MTWTF--			4		\$1,000.00		0.00				
													Totals	48	\$34,500.00