

ORDER



Orders
Order / Rev: 1648622
Alt Order #:
Product Desc: Kathleen Clyde/D/Sec of State
Estimate: Sec of State
Flight Dates: 10/29/18 - 11/06/18
Original Date / Rev: 08/28/18 / 08/28/18
Order Type: RFP

Primary AE: Mike Albrecht
Sales Office: WKYC
Sales Region: LOC

Agency
Name: Screen Strategies / POL
Buying Contact:
Billing Contact:
 11150 Fairfax Blvd, Suite 505
 Fairfax, VA 22030

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

Advertiser
Name: POL/ Kathleen Clyde / D / Sec of State
Demographic: A25-54
Product Codes: PL-State Other
Priority: P04
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Candidate

New Business Thru: 08/28/19
Order Separation: 00:15:00
Advertiser External ID: 131219
Agency External ID: 11212AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/18	11/06/18	27	\$35,350.00	\$30,047.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2018	27	\$35,350.00	\$30,047.50	0.00
Totals	27	\$35,350.00	\$30,047.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Albrecht			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
N 1	WKYC	10/30/18	11/05/18	Local News @ 5a M-F	CM	5-6a	MTWTF--	:30	2	\$350.00	P04	0.00	NM	3	\$1,050.00
				Local News @ 5a M-F											
		<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-T---		2				\$350.00		0.00			
		Week: 11/05/18	11/11/18	M-----		1				\$350.00		0.00			
N 2	WKYC	10/29/18	10/31/18	Local News @ 6a M-F	CM	6-7a	M-W----	:30	2	\$800.00	P04	0.00	NM	2	\$1,600.00
				Local News @ 6a M-F											
		<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	M-W----		2				\$800.00		0.00			
N 3	WKYC	10/30/18	11/06/18	Today Show	CM	7-9a	-T-TF--	:30	2	\$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: 10/29/18	11/04/18	-T-TF--		3				\$800.00		0.00			
		Week: 11/05/18	11/11/18	-T-----		1				\$800.00		0.00			
N 4	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 Sa		(7:58 AM-9:00 AM)									
		<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 5	WKYC	10/31/18	10/31/18	Ellen 4-5p	CM	4p-5p	--W----	:30	1	\$500.00	P04	0.00	NM	1	\$500.00
				Ellen Degeneres											
		<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				\$500.00		0.00			

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 Product Desc: Kathleen Clyde/D/Sec of State
 Estimate: Sec of State
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WKYC	10/29/18	11/05/18	Dr. Phil 5-6p Dr. Phil	CM	5p-6p	MT-TF--	:30	1	\$700.00	P04	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	MT-TF--		4				\$700.00		0.00			
		Week: 11/05/18	11/11/18	M-----		1				\$700.00		0.00			
N 7	WKYC	10/29/18	11/02/18	Local News @ 6p M-F Channel 3 News at 6p	CM	6p-630p	M-WF--	:30	3	\$1,500.00	P04	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	M-WF--		3				\$1,500.00		0.00			
N 8	WKYC	10/30/18	10/30/18	Local News @ 7p M-F Channel 3 News at 7P	CM	Channel 3 News at 7p	-T-----	:30	1	\$1,500.00	P04	0.00	NM	1	\$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: 10/29/18	11/04/18	-T-----		1				\$1,500.00		0.00			
N 9	WKYC	11/05/18	11/05/18	Mon Prime Other The Voice	CM	8-10p (8:00 PM-10:00 PM)	M-----	:30	1	\$5,000.00	P04	0.00	NM	1	\$5,000.00
		<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			
N 10	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
		<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			
N 11	WKYC	11/01/18	11/01/18	Thu Prime C L&O	CM	10-11p	---T---	:30	1	\$5,000.00	P04	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	---T---		1				\$5,000.00		0.00			
N 12	WKYC	10/29/18	11/02/18	Local News @ 11p M-F Channel 3 News at 11p M-F	CM	11-1135p	MT--F--	:30	3	\$1,500.00	P04	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	MT--F--		3				\$1,500.00		0.00			
N 13	WKYC	11/05/18	11/05/18	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$600.00	P04	0.00	NM	1	\$600.00
		<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				\$600.00		0.00			
													Totals	27	\$35,350.00