

ORDER

**WJW-TV**

Orders
Order / Rev: 326879
Alt Order #: 08249587
Product Desc: PORTMAN FOR SENATE
Estimate: 2969
Flight Dates: 07/18/16 - 07/24/16
Original Date / Rev: 05/18/16 / 05/18/16
Order Type: GENERAL

Primary AE: Justin Votta
Sales Office: NPHL
Sales Region: National

Agency
Name: Mentzer Media
Buying Contact:
Billing Contact:
 210 W. Pennsylvania Ave.
 Towson, MD 21204

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

Advertiser
Name: Portman, R/R/US Senate
Demographic: A21-49
Product Codes: PL2.j.ii
Priority: Default
Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/27/16	07/23/16	7	\$7,200.00	\$6,120.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2016	7	\$7,200.00	\$6,120.00	0.00
Totals	7	\$7,200.00	\$6,120.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Justin Votta			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJW-TV	17%	\$7,200.00
Market	100%	\$42,352.94

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAOH	0%	\$0.00
WBNX	2%	\$847.06
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	25%	\$10,588.24
WGGN	0%	\$0.00
WKYC	36%	\$15,247.06
WMFD	0%	\$0.00
WOIO	20%	\$8,470.59
WQHS	0%	\$0.00
WRLM	0%	\$0.00
WUAB	0%	\$0.00
WVIZ	0%	\$0.00
WVPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	07/22/16	07/22/16	M-Su 10p-11p FOX 8 News @ 10p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	-----1--	:30	1	\$1,100.00	04	0.00	NM	1	\$1,100.00

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 Product Desc: PORTMAN FOR SENATE
 Estimate: 2969

WJW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	07/22/16	07/22/16	M-Su 10p-11p FOX 8 News @ 10p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	----1--	:30	1	\$1,100.00	04	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		07/18/16	07/24/16	----1--	1		\$1,100.00	0.00							
E 2	8	07/22/16	07/22/16	M-F 5p-6p FOX 8 News @ 5p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	----1--	:30	1	\$1,000.00	04	0.00	NM	1	\$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:		07/18/16	07/24/16	----1--	1		\$1,000.00	0.00							
E 3	8	07/18/16	07/18/16	M-F 5p-6p FOX 8 News @ 5p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	1-----	:30	1	\$1,000.00	04	0.00	NM	1	\$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:		07/18/16	07/24/16	1-----	1		\$1,000.00	0.00							
E 4	8	07/23/16	07/23/16	Sa 7a-8a FOX 8 Saturday News @ 7a	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-----1-	:30	1	\$450.00	04	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		07/18/16	07/24/16	-----1-	1		\$450.00	0.00							
E 5	8	07/23/16	07/23/16	Sa 9a-10a FOX 8 News Saturday Morning	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-----1-	:30	1	\$550.00	04	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		07/18/16	07/24/16	-----1-	1		\$550.00	0.00							
E 6	8	07/19/16	07/19/16	Tuesday Prime Hour 1 Tuesday Prime Hour 1	CM	8:00 PM-9:00 PM	-1-----	:30	1	\$2,000.00	04	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		07/18/16	07/24/16	-1-----	1		\$2,000.00	0.00							
E 7	8	07/20/16	07/20/16	M-Su 10p-11p FOX 8 News @ 10p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	--1----	:30	1	\$1,100.00	04	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		07/18/16	07/24/16	--1----	1		\$1,100.00	0.00							
													Totals	7	\$7,200.00