

# ORDER



**WJW-TV**

**Orders**  
**Order / Rev:** 326658  
 Alt Order #: 08249582  
 Product Desc: PORTMAN FOR SENATE  
 Estimate: 2968  
 Flight Dates: 07/11/16 - 07/17/16  
 Original Date / Rev: 05/17/16 / 05/17/16  
 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	07/16/16	10	\$10,100.00	\$8,585.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2016	10	\$10,100.00	\$8,585.00	0.00
<b>Totals</b>	<b>10</b>	<b>\$10,100.00</b>	<b>\$8,585.00</b>	<b>0.00</b>

**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%	\$10,100.00
Market	100%	\$59,411.76

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAOH	0%	\$0.00
WBNX	2%	\$1,188.24
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	25%	\$14,852.94
WGGN	0%	\$0.00
WKYC	36%	\$21,388.24
WMFD	0%	\$0.00
WOIO	20%	\$11,882.35
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	07/15/16	07/15/16	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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WJW-TV

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E 1	8	07/15/16	07/15/16	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	4	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: 07/11/16	07/17/16	----1--		1				\$1,100.00		0.00			
E 2	8	07/15/16	07/15/16	M-F 530a-6a FOX 8 News @ 530a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	----1--	:30	1	\$600.00	4	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: 07/11/16	07/17/16	----1--		1				\$600.00		0.00			
E 3	8	07/15/16	07/15/16	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	4	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: 07/11/16	07/17/16	----1--		1				\$1,000.00		0.00			
E 4	8	07/11/16	07/11/16	M-F 530a-6a FOX 8 News @ 530a	CM	5:30 AM-6:00 AM	1-----	:30	1	\$600.00	4	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: 07/11/16	07/17/16	1-----		1				\$600.00		0.00			
E 5	8	07/11/16	07/11/16	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	4	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: 07/11/16	07/17/16	1-----		1				\$1,000.00		0.00			
E 6	8	07/16/16	07/16/16	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	4	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: 07/11/16	07/17/16	-----1-		1				\$450.00		0.00			
E 7	8	07/16/16	07/16/16	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	4	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: 07/11/16	07/17/16	-----1-		1				\$550.00		0.00			
E 8	8	07/12/16	07/12/16	Tuesday Prime Hour 1 Tuesday Prime Hour 1	CM	8p-9p	-1-----	:30	1	\$2,000.00	4	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: 07/11/16	07/17/16	-1-----		1				\$2,000.00		0.00			
E 9	8	07/12/16	07/12/16	Tuesday Prime Hour 2 Tuesday Prime Hour 2	CM	9:00 PM-10:00 PM	-1-----	:30	1	\$2,200.00	4	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/16	07/17/16	-1-----		1				\$2,200.00		0.00			
E 10	8	07/13/16	07/13/16	M-F 530a-6a FOX 8 News @ 530a	CM	5:30 AM-6:00 AM	--1----	:30	1	\$600.00	4	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: 07/11/16	07/17/16	--1----		1				\$600.00		0.00			
													Totals	10	\$10,100.00