

ORDER



WJW-TV

Orders
Order / Rev: 358975
Alt Order #: 08328798
Product Desc: ROB PORTMAN 4 SENATE
Estimate: 3384
Flight Dates: 08/02/16 - 08/08/16
Original Date / Rev: 07/20/16 / 07/20/16
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: A65+
Product Codes: PL2.j.ii
Priority: Default
Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/04/16	3	\$1,950.00	\$1,657.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	3	\$1,950.00	\$1,657.50	0.00
Totals	3	\$1,950.00	\$1,657.50	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	18%	\$1,950.00
Market	100%	\$10,833.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAOH	0%	\$0.00
WBNX	0%	\$0.00
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	25%	\$2,708.33
WGGN	0%	\$0.00
WKYC	36%	\$3,900.00
WMFD	0%	\$0.00
WOIO	20%	\$2,166.67
WQHS	0%	\$0.00
WRLM	0%	\$0.00
WUAB	1%	\$108.33
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	08/04/16	08/04/16	M-F 12p-1p FOX 8 News @ Noon	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	---1---	:30	1	\$650.0003		0.00	NM	1	\$650.00

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E 1	8	08/04/16	08/04/16	M-F 12p-1p FOX 8 News @ Noon	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	---1---	:30	1	\$650.00	03	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/01/16	08/07/16	---1---			1			\$650.00		0.00			
E 2	8	08/02/16	08/02/16	M-F 12p-1p FOX 8 News @ Noon	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	-1-----	:30	1	\$650.00	03	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/01/16	08/07/16	-1-----			1			\$650.00		0.00			
E 3	8	08/03/16	08/03/16	M-F 12p-1p FOX 8 News @ Noon	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	--1----	:30	1	\$650.00	03	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/01/16	08/07/16	--1----			1			\$650.00		0.00			
Totals													3	\$1,950.00	