

ORDER**WJW-TV**

Orders
Order / Rev: 6937
Alt Order #: 07405333
Product Desc: DEWINE ATTY GEN
Estimate: 627
Flight Dates: 09/30/14 - 10/06/14
Original Date / Rev: 09/24/14 / 10/07/14
Order Type: GENERAL

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

Agency
Name: SRCP Media
Buying Contact:
Billing Contact:
 201 North Union Street
 Alexandria, VA 22314

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

Advertiser
Name: DeWine/R/Attorney General
Demographic: A35+
Product Codes: PL2.a.ii
Priority: 07
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
09/29/14	10/06/14	38	\$31,575.00	\$26,838.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	38	\$31,575.00	\$26,838.75	0.00
Totals	38	\$31,575.00	\$26,838.75	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

Order Share	Share	Total
WJW-TV	28%	\$31,575.00
Market	100%	\$112,767.86

Competitive Share

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	17%	\$19,170.54
WGGN	0%	\$0.00
WKYC	32%	\$36,085.71
WMFD	0%	\$0.00
WOIO	23%	\$25,936.61
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	09/30/14	10/06/14	M-F 12p-1p FOX 8 News @ Noon	CM	12:00 PM-1:00 PM	MTWTF--	:30	2	\$250.0007		0.00	NM	2	\$400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/30/14	10/06/14	M-F 12p-1p FOX 8 News @ Noon	CM	12:00 PM-1:00 PM	MTWTF--	:30	2	\$250.00	07	0.00	NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/30/14 10/06/14 MTWTF-- 2 \$250.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 8 09/30/14-10/06/14 M-F 12p-1p 12:00 PM-1:00 PM MTWThF---- :30 \$150.00 0.00 NM															
E 2	8	09/30/14	10/06/14	M-F 3p-4p Judge Judy	CM	3:00 PM-4:00 PM	MTWTF--	:30	3	\$300.00	07	0.00	NM	3	\$525.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/30/14 10/06/14 MTWTF-- 3 \$300.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 8 09/30/14-10/06/14 M-F 3p-4p 3:00 PM-4:00 PM MTWThF---- :30 \$175.00 0.00 NM 2 8 09/30/14-10/06/14 M-F 3p-4p 3:00 PM-4:00 PM MTWThF---- :30 \$175.00 0.00 NM 3 8 09/30/14-10/06/14 M-F 3p-4p 3:00 PM-4:00 PM MTWThF---- :30 \$175.00 0.00 NM															
E 3	8	09/30/14	10/06/14	M-F 4p-5p FOX 8 News @ 4p	CM	4:00 PM-5:00 PM	MTWTF--	:30	2	\$550.00	04	0.00	NM	2	\$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: 09/30/14 10/06/14 MTWTF-- 2 \$550.00 0.00															
E 4	8	09/30/14	10/06/14	M-F 5p-6p FOX 8 News @ 5p	CM	5:00 PM-6:00 PM	MTWTF--	:30	3	\$600.00	07	0.00	NM	3	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/30/14 10/06/14 MTWTF-- 3 \$600.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 8 09/30/14-10/06/14 M-F 5p-6p 5:00 PM-6:00 PM MTWThF---- :30 \$400.00 0.00 NM 2 8 09/30/14-10/06/14 M-F 5p-6p 5:00 PM-6:00 PM MTWThF---- :30 \$400.00 0.00 NM 3 8 09/30/14-10/06/14 M-F 5p-6p 5:00 PM-6:00 PM MTWThF---- :30 \$400.00 0.00 NM															
E 5	8	09/30/14	10/06/14	M-F 6a-7a FOX 8 News In The Morning	CM	6:00 AM-7:00 AM	MTWTF--	:30	5	\$900.00	04	0.00	NM	5	\$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: 09/30/14 10/06/14 MTWTF-- 5 \$900.00 0.00															
E 6	8	09/30/14	10/06/14	M-F 6p-7p FOX 8 News @ 6p	CM	6:00 PM-7:00 PM	MTWTF--	:30	5	\$750.00	07	0.00	NM	5	\$2,750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/30/14 10/06/14 MTWTF-- 5 \$750.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 8 09/30/14-10/06/14 M-F 6p-7p 6:00 PM-7:00 PM MTWThF---- :30 \$500.00 0.00 NM 3 8 09/30/14-10/06/14 M-F 6p-7p 6:00 PM-7:00 PM MTWThF---- :30 \$500.00 0.00 NM 4 8 09/30/14-10/06/14 M-F 6p-7p 6:00 PM-7:00 PM MTWThF---- :30 \$500.00 0.00 NM 5 8 09/30/14-10/06/14 M-F 6p-7p 6:00 PM-7:00 PM MTWThF---- :30 \$500.00 0.00 NM															
E 7	8	09/30/14	10/06/14	M-F 7a-8a FOX 8 News In The Morning	CM	7:00 AM-8:00 AM	MTWTF--	:30	5	\$900.00	04	0.00	NM	5	\$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: 09/30/14 10/06/14 MTWTF-- 5 \$900.00 0.00															
E 8	8	09/30/14	10/06/14	M-F 730p-8p Big Bang Theory	CM	7:30 PM-8:00 PM	MTWTF--	:30	2	\$1,800.00	03	0.00	NM	2	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/30/14 10/06/14 MTWTF-- 2 \$1,800.00 0.00															
E 9	8	09/30/14	10/06/14	M-F 9a-10a FOX 8 News @ 9a	CM	9:00 AM-10:00 AM	MTWTF--	:30	3	\$700.00	04	0.00	NM	3	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/30/14 10/06/14 MTWTF-- 3 \$700.00 0.00															
E 10	8	10/04/14	10/04/14	Sa 8a-9a FOX 8 News Saturday Morning	CM	8:00 AM-9:00 AM	-----1-	:30	1	\$600.00	04	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: 09/29/14 10/05/14 -----1- 1 \$600.00 0.00															
E 11	8	10/05/14	10/05/14	Su 7a-8a FOX 8 Sunday News @ 7a	CM	7:00 AM-8:00 AM	-----1	:30	1	\$500.00	04	0.00	NM	1	\$500.00

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E 11	8	10/05/14	10/05/14	Su 7a-8a FOX 8 Sunday News @ 7a	CM	7:00 AM-8:00 AM	-----1	:30	1	\$500.00	04	0.00	NM	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:		09/29/14	10/05/14	-----1					1	\$500.00		0.00			
E 12	8	10/05/14	10/05/14	Su 8a-9a FOX 8 News Sunday Morning	CM	8:00 AM-9:00 AM	-----1	:30	1	\$600.00	04	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:		09/29/14	10/05/14	-----1					1	\$600.00		0.00			
E 13	8	09/30/14	10/06/14	M-Su 10p-11p FOX 8 News @ 10p	CM	10:00 PM-11:00 PM	PMTWTFSS	:30	2	\$1,300.00	04	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/30/14	10/06/14	MTWTFSS					2	\$1,300.00		0.00			
N 14	8	10/04/14	10/06/14	M-Su 10p-11p FOX 8 News @ 10p	CM	10:00 PM-11:00 PM	PIM-----S	:30	2	\$1,300.00	04	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/30/14	10/06/14	M-----S					2	\$1,300.00		0.00			
N 15	8	10/06/14	10/06/14	Monday Prime Monday Prime	CM	8p-10p	M-----	:30	1	\$4,000.00	07	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:		09/30/14	10/06/14	M-----					1	\$4,000.00		0.00			
													Totals	38	\$31,575.00

Rebate Summary Report

order #	alt order #	inv code	rate	rev rate	priority			
6937	07405333	DeWine/R/Atto	M-F 12p-1p	\$250.00	\$150	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 3p-4p	\$300.00	\$175	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 3p-4p	\$300.00	\$175	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 3p-4p	\$300.00	\$175	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 5p-6p	\$600.00	\$400	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 5p-6p	\$600.00	\$400	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 5p-6p	\$600.00	\$400	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 6p-7p	\$750.00	\$500	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 6p-7p	\$750.00	\$500	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 6p-7p	\$750.00	\$500	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 6p-7p	\$750.00	\$500	07	:30	National
				\$5,950.00	\$3,875			
				total rebate =	\$2,075.00			