

# ORDER



**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

**WJW-TV**  
**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
<b>Totals</b>	<b>38</b>	<b>\$31,575.00</b>	<b>\$26,838.75</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**

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	MMTWTF--	:30	2	\$250.0007		0.00	NM	2	\$400.00

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 Estimate: 627  
 WJW-TV

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	7	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	7	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	4	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	7	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	4	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	7	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	4	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	3	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	4	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	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: 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	4	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	4	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	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: 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	4	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	4	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	7	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	<b>\$150</b>	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 3p-4p	\$300.00	<b>\$175</b>	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 3p-4p	\$300.00	<b>\$175</b>	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 3p-4p	\$300.00	<b>\$175</b>	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 5p-6p	\$600.00	<b>\$400</b>	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 5p-6p	\$600.00	<b>\$400</b>	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 5p-6p	\$600.00	<b>\$400</b>	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 6p-7p	\$750.00	<b>\$500</b>	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 6p-7p	\$750.00	<b>\$500</b>	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 6p-7p	\$750.00	<b>\$500</b>	07	:30	National
6937	07405333	DeWine/R/Atto	M-F 6p-7p	\$750.00	<b>\$500</b>	07	:30	National
				\$5,950.00	<b>\$3,875</b>			
				<b>total rebate =</b>	<b>\$2,075.00</b>			