

Order / Rev: 1659532
 Alt Order #: 09223700
 Flight Dates: 10/16/18 - 10/22/18

Advertiser: POL/ Mike DeWine/ Gov / Jon Husted/ L
 Product Desc: DEWINE/HUSTED FOR OH
 Estimate: 1676

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKYC	10/16/18	10/22/18	ET 730-8p Entertainment Tonight	CM	730-8p	MTWTF--	:30	5	\$1,000.00	P04	0.00	NM	5	\$5,000.00
TARGET 200302 INDEX: 109. NIELSEN: 3.2 ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/18	10/22/18	MTWTF--					5	\$1,000.00		0.00			
N 4	WKYC	10/22/18	10/22/18	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$5,000.00	P04	0.00	NM	1	\$5,000.00
TARGET 200302 INDEX: 113. NIELSEN: 5.3 THE VOICE-FALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	M-----					1	\$5,000.00		0.00			
N 5	WKYC	10/17/18	10/17/18	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$4,000.00	P04	0.00	NM	1	\$4,000.00
TARGET 200302 INDEX: 111. NIELSEN: 6.6 CHICAGO FIRE-FALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/18	10/21/18	--W----					1	\$4,000.00		0.00			
N 6	WKYC	10/16/18	10/16/18	Tue Prime B Tue Prime B	CM	9-10p	-T-----	:30	1	\$10,000.00	P04	0.00	NM	1	\$10,000.00
TARGET 200302 INDEX: 113. NIELSEN: 3.6 THIS IS US-FALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/18	10/21/18	-T-----					1	\$10,000.00		0.00			
N 7	WKYC	10/18/18	10/18/18	Thu Prime C Thu Prime C	CM	10-11p	---T---	:30	1	\$5,000.00	P04	0.00	NM	1	\$5,000.00
TARGET 200302 INDEX: 111. NIELSEN: 6.6 LAW & ORDER: SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/18	10/21/18	---T---					1	\$5,000.00		0.00			
N 8	WKYC	10/16/18	10/22/18	LN (M-Su) Late News (M-Su)	CM	11P-1135P	MTWTF--	:30	5	\$1,500.00	P04	0.00	NM	5	\$7,500.00
TARGET 200302 INDEX: 109. NIELSEN: 3.3 CH 3 NEWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/18	10/22/18	MTWTF--					5	\$1,500.00		0.00			
N 9	WKYC	10/20/18	10/20/18	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$1,800.00	P04	0.00	NM	1	\$1,800.00
TARGET 200302 INDEX: 107. NIELSEN: 3.9 SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/18	10/21/18	-----S-					1	\$1,800.00		0.00			
N 10	WKYC	10/16/18	10/22/18	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	5	\$600.00	P04	0.00	NM	5	\$3,000.00
TARGET 200302 INDEX: 111. NIELSEN: 1.7 TONIGHT SHOW W/FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/18	10/22/18	MTWTF--					5	\$600.00		0.00			
N 11	WKYC	10/16/18	10/22/18	Late Night Late Night	CM	1237a-137a	MTWTF--	:30	5	\$200.00	P04	0.00	NM	5	\$1,000.00
TARGET 200302 INDEX: 110. NIELSEN: 0.8 LATE NIGHT/SETH MEYERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/18	10/22/18	MTWTF--					5	\$200.00		0.00			
N 12	WKYC	10/16/18	10/22/18	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	MTWTF--	:30	5	\$800.00	P04	0.00	NM	5	\$4,000.00
TARGET 200302 INDEX: 117. NIELSEN: 1.9 CH 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/18	10/22/18	MTWTF--					5	\$800.00		0.00			
N 13	WKYC	10/16/18	10/22/18	Today Show Today Show	CM	7-9a	MTWTF--	:30	5	\$800.00	P04	0.00	NM	5	\$4,000.00
TARGET 200302 INDEX: 114. NIELSEN: 1.9 TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/18	10/22/18	MTWTF--					5	\$800.00		0.00			
N 14	WKYC	10/16/18	10/22/18	Lv on Lksd 11a-1230p Live on Lakeside	CM	11a-1230p M-Th	MTWTF--	:30	5	\$150.00	P04	0.00	NM	5	\$750.00
TARGET 200302 INDEX: 109. NIELSEN: 0.9 LIVE ON LAKESIDE (MIDDAY NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/18	10/22/18	MTWTF--					5	\$150.00		0.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/16/18	10/22/18	MTWTF--			5		\$150.00	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>		
4	WKYC	10/16/18-10/22/18		Lv on Lksd 11a-1230p M-Th		11a-1230p M-Th	MTWThF----	:30		(\$150.00)		0.00	NM		
See MG 14.6															
6	WKYC	10/19/18-10/19/18		Lv on Lksd 12-1230p F		12-1230p F	-----F----	:30		\$150.00		0.00	NM		
Ⓜ MG for 14.4 10/19															
N 15	WKYC	10/16/18	10/22/18	Days of Our Lives	CM	1p-2p	MTWTF--	:30	5	\$200.00	P04	0.00	NM	5	\$1,000.00
				Days of Our Lives											
				TARGET 200302 INDEX: 109. NIELSEN: 1.8 DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/16/18	10/22/18	MTWTF--			5		\$200.00	0.00					
N 16	WKYC	10/16/18	10/22/18	Ellen 4-5p	CM	4p-5p	MTWTF--	:30	5	\$500.00	P04	0.00	NM	5	\$2,500.00
				Ellen Degeneres											
				TARGET 200302 INDEX: 113. NIELSEN: 2 ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/16/18	10/22/18	MTWTF--			5		\$500.00	0.00					
N 17	WKYC	10/16/18	10/22/18	Dr. Phil 5-6p	CM	5p-6p	MTWTF--	:30	5	\$700.00	P04	0.00	NM	5	\$3,500.00
				Dr. Phil											
				TARGET 200302 INDEX: 109. NIELSEN: 4.0999999999999996 DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/16/18	10/22/18	MTWTF--			5		\$700.00	0.00					
N 18	WKYC	10/20/18	10/21/18	EN (Sa-Su)	CM	6P-630p Sa/Su	-----SS	:30	2	\$500.00	P04	0.00	NM	2	\$1,000.00
				Early News (Sa-Su)											
				TARGET 200302 INDEX: 103. NIELSEN: 5.0999999999999996 6PM WEEKEND NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/15/18	10/21/18	-----SS			2		\$500.00	0.00					
N 19	WKYC	10/16/18	10/22/18	Local News @ 6p M-F	CM	6p-630p	MTWTF--	:30	5	\$1,500.00	P04	0.00	NM	5	\$7,500.00
				Channel 3 News at 6p											
				TARGET 200302 INDEX: 105. NIELSEN: 5.2 CH 3 NEWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/16/18	10/22/18	MTWTF--			5		\$1,500.00	0.00					
													Totals	72	\$75,800.00