

# ORDER



**Orders**  
**Order / Rev:** 1375380  
**Alt Order #:**  
**Product Desc:** Flight 3  
**Estimate:** 1835  
**Flight Dates:** 09/21/15 - 09/30/15  
**Original Date / Rev:** 09/17/15 / 09/28/15  
**Order Type:** Political

**WOIO**  
**Primary AE:** House WOIO/WUAB  
**Sales Office:** L-CLE  
**Sales Region:** Local

**Agency Name:** Midwest Communications & Media.  
**Buying Contact:** Bob Clegg  
**Billing Contact:**  
 155 East Broad Street, Suite 2020  
 Columbus, OH 43215

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

**Advertiser Name:** ISS/Responsible Ohio  
**Demographic:** A35+  
**Product Codes:** PL20  
**Priority:** P 6  
**Revenue Codes:** Agency, Political, Pol-Issue

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/15	09/27/15	45	\$17,450.00	\$14,832.50
09/28/15	09/30/15	29	\$14,495.00	\$12,320.75

Month	# Spots	Gross Amount	Net Amount	Rating
September 2015	45	\$17,450.00	\$14,832.50	0.00
October 2015	29	\$14,495.00	\$12,320.75	0.00
<b>Totals</b>	<b>74</b>	<b>\$31,945.00</b>	<b>\$27,153.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House WOIO/WUAB			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WOIO	09/21/15	09/25/15	Cleveland 19 News at 6aComm Action News at 6a	6-7a		MTWTF--	:30	5	\$65.00	P 8	0.00	NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/21/15	09/27/15	MTWTF--		5		\$65.00		0.00					
2	WOIO	09/28/15	09/30/15	Cleveland 19 News at 6aComm Action News at 6a	6-7a		MTW----	:30	3	\$65.00	P 9	0.00	NM	3	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/28/15	10/04/15	MTW----		3		\$65.00		0.00					
E 3	WOIO	09/21/15	09/25/15	NET CBS AM Network NComm CBS This Morning	7-9a		MTWTF--	:30	5	\$100.00	P 4	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/21/15	09/27/15	MTWTF--		5		\$100.00		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	WOIO	09/21/15-09/27/15	NET CBS AM Network News 7-9a		MTWTF----	:30		(\$100.00)		0.00	NM		
		Credited [MG-Moving \$\$ to Diff Raycom Station/Channel]													
4	WOIO	09/28/15	09/30/15	NET CBS AM Network NComm CBS This Morning	7-9a		MTW----	:30	3	\$100.00	P 6	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/28/15	10/04/15	MTW----		3		\$100.00		0.00					
5	WOIO	09/21/15	09/25/15	NET Let's Make A Deal Comm Let's Make A Deal	10-11a		MTWTF--	:30	5	\$225.00	P 6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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 WOIO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WOIO	09/21/15	09/25/15	NET Let's Make A Deal Let's Make A Deal	Comm	10-11a	MTWTF--	:30	5	\$225.00	P 6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	MTWTF--					5	\$225.00		0.00			
6	WOIO	09/28/15	09/30/15	NET Let's Make A Deal Let's Make A Deal	Comm	10-11a	MTW----	:30	3	\$225.00	P 8	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/15	10/04/15	MTW----					3	\$225.00		0.00			
7	WOIO	09/21/15	09/25/15	Noon News Action News at Noon	Comm	12-1230p	MTWTF--	:30	5	\$350.00	P 6	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	MTWTF--					5	\$350.00		0.00			
8	WOIO	09/28/15	09/30/15	Noon News Action News at Noon	Comm	12-1230p	MTW----	:30	3	\$350.00	P 6	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/15	10/04/15	MTW----					3	\$350.00		0.00			
9	WOIO	09/21/15	09/25/15	Cleveland 19 News at 4p Action News at 4p	Comm	4-5p	MTWTF--	:30	5	\$225.00	P 6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	MTWTF--					5	\$225.00		0.00			
10	WOIO	09/28/15	09/30/15	Cleveland 19 News at 4p Action News at 4p	Comm	4-5p	MTW----	:30	3	\$225.00	P 8	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/15	10/04/15	MTW----					3	\$225.00		0.00			
11	WOIO	09/21/15	09/25/15	Cleveland 19 News at 6p Action News at 6p	Comm	6-630p	MTWTF--	:30	5	\$325.00	P 6	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	MTWTF--					5	\$325.00		0.00			
12	WOIO	09/28/15	09/30/15	Cleveland 19 News at 6p Action News at 6p	Comm	6-630p	MTW----	:30	3	\$325.00	P 8	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/15	10/04/15	MTW----					3	\$325.00		0.00			
13	WOIO	09/21/15	09/25/15	SYN M-F 7-730p M-F 7-730p	Comm	7-730p	MTWTF--	:30	5	\$825.00	P 4	0.00	NM	5	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	MTWTF--					5	\$825.00		0.00			
14	WOIO	09/28/15	09/30/15	SYN M-F 7-730p M-F 7-730p	Comm	7-730p	MTW----	:30	3	\$825.00	P 6	0.00	NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/15	10/04/15	MTW----					3	\$825.00		0.00			
E 15	WOIO	09/21/15	09/25/15	SYN M-F 730-8p M-F 730-8p	Comm	730-8p	MTWTF--	:30	5	\$850.00	P 4	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	MTWTF--					5	\$850.00		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>		
	5	WOIO	09/21/15-09/27/15	SYN M-F 730-8p		730-8p	MTWThF----	:30		<del>(\$850.00)</del>		0.00	NM		
				<i>Credited</i>											
				[MG-Moving \$\$ to Diff Raycom Station/Channel]											
16	WOIO	09/28/15	09/30/15	SYN M-F 730-8p M-F 730-8p	Comm	730-8p	MTW----	:30	3	\$850.00	P 6	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/15	10/04/15	MTW----					3	\$850.00		0.00			
E 17	WOIO	09/21/15	09/25/15	Cleveland 19 News at 11p Action News at 11p	Comm	11-1135p	MTWTF--	:30	5	\$675.00	P 4	0.00	NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/15	09/27/15	MTWTF--					5	\$675.00		0.00			

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E 17	WOIO	09/21/15	09/25/15	Cleveland 19 News at 11p Action News at 11p	Comm	11-1135p	MTWTF--	:30	5	\$675.00	P 4	0.00	NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/21/15	09/27/15	MTWTF--		5			\$675.00		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	WOIO	09/21/15-09/27/15	Cleveland 19 News at 11p		11-1135p	MTWThF----	:30		<del>(\$675.00)</del>		0.00	NM		
				See MG 17.6 [Program Change]											
	6	WOIO	09/24/15-09/24/15	Late Cleve 19 News at 11p		11p-1a	---Th-----	:30		\$675.00		0.00	NM		
				Ⓜ MG for 17.1 09/24 sports over run - ran in program											
18	WOIO	09/28/15	09/30/15	Cleveland 19 News at 11p Action News at 11p	Comm	11-1135p	MTW----	:30	3	\$675.00	P 9	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/28/15	10/04/15	MTW----		3			\$675.00		0.00				
19	WOIO	09/26/15	09/26/15	The Early Show Sat Early Show	Comm	9-11a	-----S-	:30	1	\$100.00	P 8	0.00	NM	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: 09/21/15	09/27/15	-----S-		1			\$100.00		0.00				
20	WOIO	09/27/15	09/27/15	Cleveland 19 News at 7a Sun Action News at 7a	Comm	7-9a	-----S	:30	1	\$100.00	P 4	0.00	NM	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: 09/21/15	09/27/15	-----S		1			\$100.00		0.00				
N 21	WOIO	09/29/15	09/29/15	NET Tue Hour 1 Tue Hour 1	Comm	8-9P	-T-----	:30	1	\$2,000.00	P 9	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: 09/28/15	10/04/15	-T-----		1			\$2,000.00		0.00				
N 22	WOIO	09/30/15	09/30/15	NET Wed Hour 3 Wed Hour 3	Comm	10-11p	--W----	:30	1	\$1,575.00	P 9	0.00	NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/28/15	10/04/15	--W----		1			\$1,575.00		0.00				
													Totals	74	\$31,945.00