

## ORDER



**Orders**  
**Order / Rev:** 333361  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 5221  
**Flight Dates:** 10/03/17 - 10/08/17  
**Original Date / Rev:** 10/02/17 / 10/02/17  
**Order Type:** GENERAL

## WEWS

**Primary AE:** Tara Washburn  
**Sales Office:** WEWSL  
**Sales Region:** LOC

**Agency Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

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

**Advertiser Name:** Ohio Taxpayers for Lower Drug Prices  
**Demographic:** A35+  
**Product Codes:** GV Gov.Agy,PL Non-Ballot Issue  
**Priority:** P-2  
**Revenue Code 1:** POL  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS Ballot

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/25/17	10/08/17	70	\$41,625.00	\$35,381.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2017	70	\$41,625.00	\$35,381.25	165.00
<b>Totals</b>	<b>70</b>	<b>\$41,625.00</b>	<b>\$35,381.25</b>	<b>165.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tara Washburn			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
E 1	WEWS	10/03/17	10/08/17	M-F 5-6am GMC M-F 5-6am GMC	CM	5-6am	-TWTF--	:30	5	\$200.00	P-1	1.10	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/17	10/08/17	-TWTF--		5				\$200.00		1.10			
E 2	WEWS	10/03/17	10/08/17	M-F 6-7am GMC M-F 6-7am GMC	CM	6-7am	-TWTF--	:30	5	\$450.00	P-1	1.60	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/17	10/08/17	-TWTF--		5				\$450.00		1.60			
E 3	WEWS	10/03/17	10/08/17	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	-TWTF--	:30	10	\$600.00	P-1	2.10	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/17	10/08/17	-TWTF--		10				\$600.00		2.10			
E 4	WEWS	10/03/17	10/08/17	M-F 4-430a AM this Morn M-F 4-430a AM this Morn.	CM	4-430am	-TWT--S	:30	1	\$50.00	P-1	0.40	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/17	10/08/17	-TWT--S		1				\$50.00		0.40			
E 5	WEWS	10/03/17	10/08/17	M-F 430-5am News M-F 430-5am News	CM	430-5am	-TWTF--	:30	1	\$75.00	P-1	0.50	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/17	10/08/17	-TWTF--		1				\$75.00		0.50			
E 6	WEWS	10/03/17	10/08/17		CM	6-7am	-----S-	:30	1	\$200.00	P-3	1.00	NM	1	\$200.00

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Advertiser: Ohio Taxpayers for Lower Drug Prices  
 Product Desc:  
 Estimate: 5221

WEWS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SA 6-7am News															
SA 6-7am News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/17		10/02/17	10/08/17	-----S-					1	\$200.00		1.00			
E 7	WEWS	10/03/17	10/08/17	SA 7-8am GMA	CM	7-8am	-----S-	:30	1	\$300.00	P-1	1.40	NM	1	\$300.00
SA 7-8am GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/17		10/02/17	10/08/17	-----S-					1	\$300.00		1.40			
E 8	WEWS	10/03/17	10/08/17	SU 7-8am GMA	CM	7-8am	-----S	:30	1	\$300.00	P-1	1.60	NM	1	\$300.00
SU 7-8am GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/17		10/02/17	10/08/17	-----S					1	\$300.00		1.60			
E 9	WEWS	10/03/17	10/08/17	SU 8-9am News	CM	8-9am	-----S	:30	1	\$300.00	P-1	1.80	NM	1	\$300.00
SU 8-9am News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/17		10/02/17	10/08/17	-----S					1	\$300.00		1.80			
E 10	WEWS	10/03/17	10/08/17	SU 10-11am News	CM	10-11am	-----S	:30	1	\$200.00	P-2	1.60	NM	1	\$200.00
SU 10-11am News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/17		10/02/17	10/08/17	-----S					1	\$200.00		1.60			
E 11	WEWS	10/03/17	10/08/17	M-F 9-10am	CM	9-10am	-TWTF--	:30	5	\$400.00	P-1	1.40	NM	5	\$2,000.00
M-F 9-10am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/17		10/02/17	10/08/17	-TWTF--					5	\$400.00		1.40			
E 12	WEWS	10/03/17	10/08/17	M-F 12-1230pm News	CM	12-1230pm	-TWTF--	:30	5	\$450.00	P-1	2.80	NM	5	\$2,250.00
M-F 12-1230pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/17		10/02/17	10/08/17	-TWTF--					5	\$450.00		2.80			
E 13	WEWS	10/03/17	10/08/17	M-F 4-5pm	CM	4-5pm	-TWTF--	:30	5	\$300.00	P-1	1.40	NM	5	\$1,500.00
M-F 4-5pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/17		10/02/17	10/08/17	-TWTF--					5	\$300.00		1.40			
E 14	WEWS	10/03/17	10/08/17	M-F 5-6pm News	CM	5-6pm	-TWTF--	:30	1	\$500.00	P-1	3.60	NM	4	\$2,000.00
M-F 5-6pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/17		10/02/17	10/08/17	-TWTF--					4	\$500.00		3.60			
E 15	WEWS	10/03/17	10/08/17	M-F 6-630pm News	CM	6-630pm	-TWTF--	:30	1	\$600.00	P-2	4.80	NM	4	\$2,400.00
M-F 6-630pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/17		10/02/17	10/08/17	-TWTF--					4	\$600.00		4.80			
E 16	WEWS	10/03/17	10/08/17	ABC World News M-F	CM	630-7pm	-TWTF--	:30	1	\$1,000.00	P-1	5.60	NM	4	\$4,000.00
ABC World News M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/17		10/02/17	10/08/17	-TWTF--					4	\$1,000.00		5.60			
E 17	WEWS	10/03/17	10/08/17	SA 6-630pm News	CM	6-630pm	-----S-	:30	1	\$400.00	P-1	1.40	NM	1	\$400.00
SA 6-630pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/17		10/02/17	10/08/17	-----S-					1	\$400.00		1.40			
E 18	WEWS	10/03/17	10/08/17	ABC World News Saturday	CM	630-7pm	-----S-	:30	1	\$1,000.00	P-1	1.50	NM	1	\$1,000.00
ABC World News Saturday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/17		10/02/17	10/08/17	-----S-					1	\$1,000.00		1.50			
E 21	WEWS	10/03/17	10/08/17	Wednesday Prime C	CM	10-11pm	--W----	:30	1	\$6,500.00	P-1	3.60	NM	1	\$6,500.00
Designated Survivor															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/02/17		10/02/17	10/08/17	--W----					1	\$6,500.00		3.60			
E 22	WEWS	10/03/17	10/08/17	M-SU 11-1135pm News	CM	11-1135pm	-TWTFS	:30	3	\$1,000.00	P-1	3.50	NM	7	\$7,000.00
M-SU 11-1135pm News															
		<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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 Product Desc:  
 Estimate: 5221

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	WEWS	10/03/17	10/08/17	M-SU 11-1135pm NewsCM M-SU 11-1135pm News		11-1135pm	-TWTFSS	:30	3	\$1,000.00	P-1	3.50	NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/02/17	10/08/17	-TWTFSS		7			\$1,000.00			3.50			
E 23	WEWS	10/03/17	10/08/17	SU 1135p-12a Sports ExtraCM SU 1135p-12a Sports Extra		1135pm-12am	-----S	:30	1	\$400.00	P-1	1.20	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/02/17	10/08/17	-----S		1			\$400.00			1.20			
E 24	WEWS	10/03/17	10/08/17	Kimmel 1135pm Kimmel 1135pm	CM	1135pm-1237am	-TWTF--	:30	5	\$300.00	P-1	1.20	NM	5	\$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:	10/02/17	10/08/17	-TWTF--		5			\$300.00			1.20			
													Totals	70	\$41,625.00