

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
Totals	70	\$41,625.00	\$35,381.25	165.00

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 Mor6M M-F 4-430a AM this Morn.		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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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	10/08/17	-----S-	1	\$200.00	1.00									
E 7	WEWS	10/03/17	10/08/17	SA 7-8am GMA SA 7-8am GMA	CM	7-8am	-----S-	:30	1	\$300.00	P-1	1.40	NM	1	\$300.00	
		<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	\$300.00	1.40									
E 8	WEWS	10/03/17	10/08/17	SU 7-8am GMA SU 7-8am GMA	CM	7-8am	-----S	:30	1	\$300.00	P-1	1.60	NM	1	\$300.00	
		<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	\$300.00	1.60									
E 9	WEWS	10/03/17	10/08/17	SU 8-9am News SU 8-9am News	CM	8-9am	-----S	:30	1	\$300.00	P-1	1.80	NM	1	\$300.00	
		<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	\$300.00	1.80									
E 10	WEWS	10/03/17	10/08/17	SU 10-11am News SU 10-11am News	CM	10-11am	-----S	:30	1	\$200.00	P-2	1.60	NM	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:		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 M-F 9-10am	CM	9-10am	-TWTF--	:30	5	\$400.00	P-1	1.40	NM	5	\$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:		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 M-F 12-1230pm News	CM	12-1230pm	-TWTF--	:30	5	\$450.00	P-1	2.80	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	2.80									
E 13	WEWS	10/03/17	10/08/17	M-F 4-5pm M-F 4-5pm	CM	4-5pm	-TWTF--	:30	5	\$300.00	P-1	1.40	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	1.40									
E 14	WEWS	10/03/17	10/08/17	M-F 5-6pm News M-F 5-6pm News	CM	5-6pm	-TWTF--	:30	1	\$500.00	P-1	3.60	NM	4	\$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:		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 M-F 6-630pm News	CM	6-630pm	-TWTF--	:30	1	\$600.00	P-2	4.80	NM	4	\$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:		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 ABC World News M-F	CM	630-7pm	-TWTF--	:30	1	\$1,000.00	P-1	5.60	NM	4	\$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:		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 SA 6-630pm News	CM	6-630pm	-----S-	:30	1	\$400.00	P-1	1.40	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	1.40									
E 18	WEWS	10/03/17	10/08/17	ABC World News Saturday ABC World News Saturday	CM	630-7pm	-----S-	:30	1	\$1,000.00	P-1	1.50	NM	1	\$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	-----S-	1	\$1,000.00	1.50									
E 21	WEWS	10/03/17	10/08/17	Wednesday Prime C Designated Survivor	CM	10-11pm	--W----	:30	1	\$6,500.00	P-1	3.60	NM	1	\$6,500.00	
		<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	--W----	1	\$6,500.00	3.60									
E 22	WEWS	10/03/17	10/08/17	M-SU 11-1135pm News M-SU 11-1135pm News	CM	11-1135pm	-TWFSS	: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	-TWFSS	3	\$1,000.00	3.50									

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WEWS

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 News M-SU 11-1135pm News	CM	11-1135pm	-TWFSS	: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	-TWFSS		7				\$1,000.00		3.50			
E 23	WEWS	10/03/17	10/08/17	SU 1135p-12a Sports Extra SU 1135p-12a Sports Extra	CM	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