

## ORDER



**Orders**  
**Order / Rev:** 1603483  
**Alt Order #:**  
**Product Desc:** Candidate C  
**Estimate:**  
**Flight Dates:** 10/22/16 - 11/07/16  
**Original Date / Rev:** 10/21/16 / 10/21/16  
**Order Type:** General

WUAB

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

**Agency Name:** Midwest Communications & Media.  
**Buying Contact:** Bob Clegg  
**Billing Contact:**  
 49 South Grant Avenue  
 Columbus, OH 43215

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

**Advertiser Name:** POL/OHROC  
**Demographic:** HH  
**Product Codes:** PL10b  
**Priority:** P 8  
**Revenue Codes:** Agency, Political, Pol-Candidate

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

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	26	\$3,550.00	\$3,017.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	26	\$3,550.00	\$3,017.50	25.10
<b>Totals</b>	<b>26</b>	<b>\$3,550.00</b>	<b>\$3,017.50</b>	<b>25.10</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	WUAB	10/24/16	10/28/16	Cleve 19 News on 43 at 7a Cleve 19 News on 43 at 7a	Comm	7-8a	MTWTF--	:30	5	\$20.00	P 8	0.30	NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	MTWTF--					5	\$20.00		0.30			
2	WUAB	10/24/16	10/28/16	SYN M-F 7-730P M-F 7-730p	Comm	7-730p	MTWTF--	:30	5	\$200.00	P 8	1.00	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: 10/24/16	10/30/16	MTWTF--					5	\$200.00		1.00			
3	WUAB	10/22/16	10/30/16	Cleve 19 News on 43 at 9a Cleve 19 News on 43 at 9p	Comm	M-SU 9-10P	MTWTFSS	:30	2	\$125.00	P 8	1.10	NM	9	\$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: 10/17/16	10/23/16	-----SS					2	\$125.00		1.10			
		Week: 10/24/16	10/30/16	MTWTFSS					7	\$125.00		1.10			
4	WUAB	10/24/16	10/28/16	Cleve19 News on 43 at 10p Cleve19 News on 43 at 10p	Comm	Cleve19 News on	MTWTF--	:30	5	\$225.00	P 8	1.50	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: 10/24/16	10/30/16	MTWTF--					5	\$225.00		1.50			
5	WUAB	10/23/16	10/30/16	SYN SUN 8-9P SYN SUN 8-9P	Comm	8-9P	-----S	:30	1	\$100.00	P 8	0.60	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----S					1	\$100.00		0.60			
		Week: 10/24/16	10/30/16	-----S					1	\$100.00		0.60			
<b>Totals</b>														<b>26</b>	<b>\$3,550.00</b>