



OH-JOSH MANDEL EST 4008

1935269

Revision #: Date: 9/24/2014
10:19 AM

Client: OH-JOSH MANDEL Estimate: 4008
 Media: TV Description: OH-JOSH MANDEL 9.25-10.3
 Product: Treasurer Flight Start Date: 9/25/2014 05:00 AM
 Market: Cincinnati Flight End Date: 10/8/2014 11:59 PM

Separation between spots: 20 Buyer: SMP

Send Billing To: Strategic Media Placement
 7669 Stagers Loop
 Delaware, OH 43015
 Phone: 740-201-5500
 Fax: 740-201-5502

Line No	Daypart Program	STN Gross	STN Net	Days	Dur	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Revised	Total Spots
						9/25	9/26	9/27	9/28	9/29	9/30	10/1	10/2	10/3		
WKRC-TV																
162	MTuWThF 5:30a- 6:00a GD MRN CIN@530	\$225.00	\$191.25	30		1	0	0	0	0	0	0	1	0	3	2
163	MTuWThF 6:00a- 6:30a GD MRN CINN@6	\$300.00	\$255.00	30		0	1	0	0	0	0	0	0	0	3	1
164	MTuWThF 6:30a- 7:00a GD MRN CINN@6	\$300.00	\$255.00	30		0	1	0	0	0	0	0	0	0	3	1
165	MTuWThF 7:00a- 9:00a CBS THIS MORN	\$175.00	\$148.75	30		1	1	0	0	0	0	0	0	0	3	2
166	Sa 7:00a- 8:00a LOCAL12NW-SA 7	\$125.00	\$106.25	30		0	0	1	0	0	0	0	0	0	X	1
167	Sa 8:00a-10:00a SAT ER SHW-CBS	\$350.00	\$297.50	30		0	0	1	0	0	0	0	0	0	3	1
168	Su 8:00a- 9:00a NEWS	\$90.00	\$76.50	30		0	0	0	1	0	0	0	0	0	X	1
169	Su 10:30a-11:00a FACE NATN-CBS	\$300.00	\$255.00	30		0	0	0	1	0	0	0	0	0	3	1
170	Su 11:30a-12:00p BENGALS WEEKLY	\$200.00	\$170.00	30		0	0	0	1	0	0	0	0	0	4	1
171	MTuWThF 11:00a-12:00p PRICE IS RIGHT	\$350.00	\$297.50	30		0	1	0	0	0	0	0	0	0	3	1
172	MTuWThF 12:00p-12:30p LOCAL12 NWS-NN<	\$325.00	\$276.25	30		1	0	0	0	0	0	0	0	0	3	1
173	MTuWThF 12:30p- 1:30p YOUNG&RESTLESS	\$275.00	\$233.75	30		0	1	0	0	0	0	0	0	0	3	1
174	MTuWThF 1:30p- 2:00p BOLD&BEAUTIFUL	\$125.00	\$106.25	30		X	0	0	0	0	0	0	0	0	X	1

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Separation between spots: 20 Buyer: SMP

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7669 Stagers Loop

Delaware, OH 43015
Phone: 740-201-5500
Fax: 740-201-5502

Line No	Daypart Program	STN Gross	STN Net	Days Dur	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Total Spots	
					9/25	9/26	9/27	9/28	9/29	9/30	10/1	10/2	10/3		
175	WKRC-TV MTuWThF 4:00p- 5:00p NEWS	200.00 ³¹⁵	\$170.00	30	0	1	0	0	0	0	0	0	0	3	1
176	MTuWThF 5:00p- 5:30p LOCAL12 NEWS-5<	\$550.00	\$467.50	30	1	1	0	0	0	0	0	0	0	3	2
177	MTuWThF 5:30p- 6:00p LOCAL12 NEWS-6<	\$650.00	\$552.50	30	1	0	0	0	0	0	0	0	0	3	1
178	MTuWThF 6:00p- 6:30p LOCAL12 NEWS-6<	\$750.00	\$637.50	30	1	1	0	0	0	0	0	0	0	3	2
179	M,W,F 6:30p- 7:00p CBS EVE NWS<	\$750.00	\$637.50	30	0	1	0	0	0	0	0	0	0	3	1
180	MTuWThF 7:00p- 7:30p IE	\$550.00	\$467.50	30	1	0	0	0	0	0	0	0	0	3	1
181	MTuWThF 7:30p- 8:00p TH NFL PREGAME	\$1,000.00	\$850.00	30	1	0	0	0	0	0	0	0	0	4	1
182	Sa 7:00p- 8:00p ET	\$300.00	\$255.00	30	0	0	1	0	0	0	0	0	0	3	1
183	MTuWThFSaSu 11:00p- 11:35p NEWS	\$625.00	\$531.25	30	1	1	0	0	0	0	0	0	0	4	2
184	MTuWThF 11:35p-12:35a D LETTRMAN-CBS<	140.00 ³⁰⁰	\$119.00	30	0	0	0	0	0	1	0	0	0	4	1
185	M 10:00p-11:00p NCIS LA	\$1,500.00	\$1,275.00	30	0	0	0	0	1	0	0	0	0	4	1
186	Sa 10:00p-11:00p 48	\$1,250.00	\$1,062.50	30	0	0	1	0	0	0	0	0	0	3	1
187	Su 7:00p- 8:00p 60 MINS	\$900.00	\$765.00	30	0	0	0	1	0	0	0	0	0	4	1



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					9/25	9/26	9/27	9/28	9/29	9/30	10/1	10/2	10/3		
188	WKRC-TV Th 7:30p- 8:25p PREGAME SHOW	\$1,000.00	\$850.00	30	1	0	0	0	0	0	0	0	0	4	1
392	MTuWThF 6:00a- 6:30a GD MRN CINN@6	\$350.00	\$297.50	30	0	0	0	0	0	1	0	1	0	3	2
393	MTuWThF 6:30a- 7:00a GD MRN CINN@6	\$350.00	\$297.50	30	0	0	0	0	1	1	0	0	0	3	2
394	MTuWThF 7:00a- 9:00a CBS THIS MORN	\$225.00	\$191.25	30	0	0	0	0	0	1	1	0	0	3	2
395	MTuWThF 11:00a-12:00p PRICE IS RIGHT	\$225.00	\$191.25	30	0	0	0	0	0	1	0	0	0	4	1
396	MTuWThF 12:00p-12:30p LOCAL12 NWS-NN<	\$450.00	\$382.50	30	0	0	0	0	1	0	0	0	0	3	1
397	MTuWThF 1:30p- 2:00p BOLD&BEAUTIFUL	\$300.00	\$255.00	30	0	0	0	0	1	0	1	0	0	3	2
398	MTuWThF 4:00p- 5:00p NEWS	\$375.00 460	\$318.75	30	0	0	0	0	0	0	0	0	1	3	1
399	MTuWThF 5:00p- 5:30p LOCAL12 NEWS-5<	\$650.00	\$552.50	30	0	0	0	0	1	1	1	0	1	3	4
400	MTuWThF 5:30p- 6:00p LOCAL12 NW-530<	\$750.00	\$637.50	30	0	0	0	0	1	1	1	1	0	3	4
401	MTuWThF 6:00p- 6:30p LOCAL12 NEWS-6<	\$850.00	\$722.50	30	0	0	0	0	1	0	1	1	0	3	3
402	M,W,F 6:30p- 7:00p CBS EVE NWS<	\$475.00	\$403.75	30	0	0	0	0	0	0	1	0	0	4	1
403	MTuWThF 7:00p- 7:30p IE	\$750.00	\$637.50	30	0	0	0	0	1	0	1	1	0	3	3

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404	WKRC-TV MTuWThFSaSu 11:00p-11:35p NEWS	\$600.00	\$510.00	30	0	0	0	0	1	1	1	1	0	4
Total Spots:					11	10	4	4	9	8	8	6	2	62
Total Cost:		\$32,405.00	\$27,544.25										62	

Signature: _____

Disclaimer:



WKRC
1906 Highland Ave
Cincinnati, OH 45219

WKRC@CINCINNATI

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 1935269
Schedule Dates 09/25/14-10/03/14
Advertiser Mandel for OH Treasurer -R (42777)
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 4008 Treasurer (663352)
Salesperson POLITICAL-CINCINNATI, WSTR/WKRC/EKRC (357)
Sales Office WKRC/EKRC
Buyer Name
Phone/Fax /
CPE 4008
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments 4008

Date Entered 09/24/14
Last Modified 09/24/14
Entered By Whitney Dienger
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,740.00
Net Total \$26,860.00
Sales Tax

Cincinnati (WKRC)		
By Broadcast Month	Spots	Rate
Sep. 2014	24	\$11,825.00
Oct. 2014	34	\$19,775.00
Grand Total:	58	\$31,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/25/14-10/02/14	3	:30	5:30A- News-Local 12 News Good Morning Cincinnati at 5a					1				2	\$225.00	\$450.00	Cincinnati (WKRC)		9/24/14
2.0	Normal Line / SPOT	09/25/14-09/26/14	3	:30	7A- CBS This Morning					1	1			2	\$175.00	\$350.00	Cincinnati (WKRC)		9/24/14
3.0	Normal Line / SPOT	09/25/14-09/25/14	3	:30	11:58:45A- News-Local 12 News at Noon					1				1	\$375.00	\$375.00	Cincinnati (WKRC)		9/24/14
4.0	Normal Line / SPOT	09/25/14-09/26/14	3	:30	4:57:56P- News-Local 12 News at 5p					1	1			2	\$550.00	\$1,100.00	Cincinnati (WKRC)		9/24/14
5.0	Normal Line / SPOT	09/25/14-09/25/14	3	:30	5:27:30P- News-Local 12 News at 530p					1				1	\$650.00	\$650.00	Cincinnati (WKRC)		9/24/14
6.0	Normal Line / SPOT	09/25/14-09/26/14	3	:30	5:56:51P- News-Local 12 News at 6p					1	1			2	\$750.00	\$1,500.00	Cincinnati (WKRC)		9/24/14
7.0	Normal Line / SPOT	09/25/14-09/25/14	3	:30	6:59:40P- Inside Edition					1				1	\$550.00	\$550.00	Cincinnati (WKRC)		9/24/14
8.0	Normal Line / Football	09/25/14-09/25/14	4	:30	7:27:56P- Sports-CBS NFL Pre Game Show					1				1	\$1,000.00	\$1,000.00	Cincinnati (WKRC)		9/24/14
9.0	Normal Line / SPOT	09/26/14-09/27/14	4	:30	10:59:50P- News-Local 12 News at 11p						1	1		2	\$625.00	\$1,250.00	Cincinnati (WKRC)		9/24/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Cincinnati, OH 45219

WKRC CINCINNATI

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Cincinnati (WKRC)

By Broadcast Month	Spots	Rate
Sep. 2014	24	\$11,825.00
Oct. 2014	34	\$19,775.00
Grand Total:	58	\$31,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / SPOT	09/26/14-09/26/14	3	:30	5:57:06A- News-Local 12 News Good Morning Cincinnati at 6a						1			1	\$300.00	\$300.00	Cincinnati (WKRC)		9/24/14
11.0	Normal Line / SPOT	09/26/14-09/26/14	3	:30	6:30A- News-Local 12 News Good Morning Cincinnati at 6a						1			1	\$300.00	\$300.00	Cincinnati (WKRC)		9/24/14
12.0	Normal Line / SPOT	09/27/14-09/27/14	3	:30	7:57:26A- CBS This Morning Saturday							1		1	\$275.00	\$275.00	Cincinnati (WKRC)		9/24/14
13.0	Normal Line / SPOT	09/28/14-09/28/14	3	:30	10:30A- CBS-Face The Nation								1	1	\$300.00	\$300.00	Cincinnati (WKRC)		9/24/14
14.0	Normal Line / SPOT	09/28/14-09/28/14	4	:30	11:30A- Sports-Bengals Weekly								1	1	\$200.00	\$200.00	Cincinnati (WKRC)		9/24/14
15.0	Normal Line / SPOT	09/26/14-09/26/14	3	:30	10:58:11A- CBS-The Price Is Right						1			1	\$350.00	\$350.00	Cincinnati (WKRC)		9/24/14
16.0	Normal Line / SPOT	09/26/14-09/26/14	3	:30	12:30P- CBS-The Young and the Restless						1			1	\$275.00	\$275.00	Cincinnati (WKRC)		9/24/14
17.0	Normal Line / SPOT	09/26/14-09/26/14	3	:30	3:58:32P- News-Local 12 News at 4p						1			1	\$375.00	\$375.00	Cincinnati (WKRC)		9/24/14
18.0	Normal Line / SPOT	09/26/14-09/26/14	3	:30	6:30P- CBS Evening News						1			1	\$750.00		Cincinnati (WKRC)		9/24/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WKRC
1906 Highland Ave
Cincinnati, OH 45219

WKRC CINCINNATI

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 1935269
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Buyer Name
Phone/Fax /
CPE 4008
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments 4008

Date Entered 09/24/14
Last Modified 09/24/14
Entered By Whitney Dienger
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,740.00
Net Total \$26,860.00
Sales Tax

Cincinnati (WKRC)

By Broadcast Month	Spots	Rate
Sep. 2014	24	\$11,825.00
Oct. 2014	34	\$19,775.00
Grand Total:	58	\$31,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
18.0.1	Preempt	09/26/14															Cincinnati (WKRC)	No Availability/Exception -	
19.0	Normal Line / SPOT	09/27/14-09/27/14	3	:30	7P- Entertainment Tonight Saturday							1		1	\$300.00	\$300.00	Cincinnati (WKRC)		9/24/14
20.0	Normal Line / SPOT	09/30/14-09/30/14	4	:30	11:35P- CBS-The David Letterman Show			1						1	\$200.00	\$200.00	Cincinnati (WKRC)		9/24/14
21.0	Normal Line / Prime	09/29/14-09/29/14	4	:30	9:59P- CBS-NCIS: Los Angeles (Monday)		1							1	\$1,500.00	\$1,500.00	Cincinnati (WKRC)		9/24/14
22.0	Normal Line / Prime	09/27/14-09/27/14	3	:30	10P- CBS-48 Hours (Saturday)							1		1	\$1,250.00	\$1,250.00	Cincinnati (WKRC)		9/24/14
23.0	Normal Line / Prime	09/28/14-09/28/14	4	:30	6:58:26P- CBS-60 Minutes (Sunday)								1	1	\$900.00	\$900.00	Cincinnati (WKRC)		9/24/14
24.0	Normal Line / Football	10/02/14-10/02/14	4	:30	7:27:56P- Sports-CBS NFL Pre Game Show					1				1	\$1,000.00	\$1,000.00	Cincinnati (WKRC)		9/24/14
25.0	Normal Line / SPOT	09/30/14-10/02/14	3	:30	5:57:06A- News-Local 12 News Good Morning Cincinnati at 6a			1		1				2	\$350.00	\$700.00	Cincinnati (WKRC)		9/24/14
26.0	Normal Line / SPOT	09/29/14-09/30/14	3	:30	6:30A- News-Local 12 News Good Morning Cincinnati at 6a		1	1						2	\$350.00	\$700.00	Cincinnati (WKRC)		9/24/14

CONFIRMATION CONTRACT

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WKRC CINCINNATI

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Sep. 2014	24	\$11,825.00
Oct. 2014	34	\$19,775.00
Grand Total:	58	\$31,600.00

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27.0	Normal Line / SPOT	09/30/14-10/01/14	3	:30	7A- CBS This Morning			1	1					2	\$225.00	\$450.00	Cincinnati (WKRC)		9/24/14
28.0	Normal Line / SPOT	09/30/14-09/30/14	4	:30	10:58:11A- CBS-The Price Is Right			1						1	\$225.00	\$225.00	Cincinnati (WKRC)		9/24/14
29.0	Normal Line / SPOT	09/29/14-09/29/14	3	:30	11:58:45A- News-Local 12 News at Noon	1								1	\$450.00	\$450.00	Cincinnati (WKRC)		9/24/14
30.0	Normal Line / SPOT	09/29/14-10/01/14	3	:30	1:30P- CBS-Bold & The Beautiful		1		1					2	\$300.00	\$600.00	Cincinnati (WKRC)		9/24/14
31.0	Normal Line / SPOT	10/03/14-10/03/14	3	:30	3:58:32P- News-Local 12 News at 4p						1			1	\$450.00	\$450.00	Cincinnati (WKRC)		9/24/14
32.0	Normal Line / SPOT	09/29/14-10/03/14	3	:30	4:57:56P- News-Local 12 News at 5p	1	1	1			1			4	\$650.00	\$2,600.00	Cincinnati (WKRC)		9/24/14
33.0	Normal Line / SPOT	09/29/14-10/02/14	3	:30	5:27:30P- News-Local 12 News at 530p	1	1	1	1					4	\$750.00	\$3,000.00	Cincinnati (WKRC)		9/24/14
34.0	Normal Line / SPOT	09/29/14-10/02/14	3	:30	5:56:51P- News-Local 12 News at 6p	1		1	1					3	\$850.00	\$2,550.00	Cincinnati (WKRC)		9/24/14
35.0	Normal Line / SPOT	10/01/14-10/01/14	4	:30	6:30P- CBS Evening News			1						1	\$475.00	\$475.00	Cincinnati (WKRC)		9/24/14
36.0	Normal Line / SPOT	09/29/14-10/02/14	3	:30	6:59:40P- Inside Edition	1		1	1					3	\$750.00	\$2,250.00	Cincinnati (WKRC)		9/24/14

CONFIRMATION CONTRACT

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Cincinnati, OH 45219

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Delaware, OH 43015

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Net Total \$26,860.00
Sales Tax

Cincinnati (WKRC)

By Broadcast Month	Spots	Rate
Sep. 2014	24	\$11,825.00
Oct. 2014	34	\$19,775.00
Grand Total:	58	\$31,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
37.0	Normal Line / SPOT	09/29/14-10/02/14	4	:30	10:59:50P- News-Local 12 News at 11p		1	1	1	1				4	\$600.00	\$2,400.00	Cincinnati (WKRC)		9/24/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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