

ORDER



Orders
Order / Rev: 1603783
Alt Order #:
Product Desc:
Estimate:
Flight Dates: 10/28/16 - 11/08/16
Original Date / Rev: 10/21/16 / 10/21/16
Order Type: Political

WOIO
House WOIO/WUAB
L-CLE
Local

Primary AE:
Sales Office:
Sales Region:

Agency Name: Triad Communications
Buying Contact:
Billing Contact:
 1701 Front Street
 Cuyahoga Falls, OH 44221

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

Advertiser Name: POL/Shapiro, Ilene & Cable, Ron/D/Su
Demographic: A35-64
Product Codes: PL520
Priority: P 6
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 | 19 | \$11,550.00 | \$9,817.50 |
| 10/31/16 | 11/08/16 | 67 | \$27,300.00 | \$23,205.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|---------------|
| October 2016 | 19 | \$11,550.00 | \$9,817.50 | 39.30 |
| November 2016 | 67 | \$27,300.00 | \$23,205.00 | 98.10 |
| Totals | 86 | \$38,850.00 | \$33,022.50 | 137.40 |

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 |
|-----|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| N 1 | WOIO | 10/28/16 | 11/08/16 | Cleveland 19 News at 5a Cleveland 19 News at 5a | Comm | 5-6a | MTWTF-- | :30 | 1 | \$75.00 | P 6 | 0.00 | NM | 8 | \$600.00 |
| | | <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 | ----F-- | | 1 | | | | \$75.00 | | 0.00 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | 5 | | | | \$75.00 | | 0.00 | | | |
| | | Week: 11/07/16 | 11/13/16 | MT----- | | 2 | | | | \$75.00 | | 0.00 | | | |
| N 2 | WOIO | 10/28/16 | 11/08/16 | Cleveland 19 News at 6a Cleveland 19 News at 6a | Comm | 6-7a | MTWTF-- | :30 | 1 | \$100.00 | P 6 | 0.60 | NM | 8 | \$800.00 |
| | | <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 | ----F-- | | 1 | | | | \$100.00 | | 0.60 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | 5 | | | | \$100.00 | | 0.60 | | | |
| | | Week: 11/07/16 | 11/13/16 | MT----- | | 2 | | | | \$100.00 | | 0.60 | | | |
| N 3 | WOIO | 10/28/16 | 11/08/16 | NET CBS AM Network CBS This Morning | Comm | 7-9a | MTWTF-- | :30 | 1 | \$100.00 | P 6 | 0.60 | NM | 8 | \$800.00 |
| | | <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 | ----F-- | | 1 | | | | \$100.00 | | 0.60 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | 5 | | | | \$100.00 | | 0.60 | | | |
| | | Week: 11/07/16 | 11/13/16 | MT----- | | 2 | | | | \$100.00 | | 0.60 | | | |
| N 4 | WOIO | 10/28/16 | 11/07/16 | NET Price Is Right Price Is Right | Comm | 11a-12p | MTWTF-- | :30 | 1 | \$400.00 | P 6 | 1.20 | NM | 4 | \$1,600.00 |
| | | <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 | ----F-- | | 1 | | | | \$400.00 | | 1.20 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | 2 | | | | \$400.00 | | 1.20 | | | |
| | | Week: 11/07/16 | 11/13/16 | M----- | | 1 | | | | \$400.00 | | 1.20 | | | |

Order / Rev: 1603783
 Alt Order #:
 Flight Dates: 10/28/16 - 11/08/16

Advertiser: POL/Shapiro, Ilene & Cable, Ron/D/Sum
 Product Desc: WOIO
 Estimate:

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| N 5 | WOIO | 10/28/16 | 11/07/16 | Noon News Noon News | Comm | 12-1230p | MTWTF-- | :30 | 1 | \$375.00 | P 6 | 0.90 | NM | 7 | \$2,625.00 |
| | | <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 | ----F-- | | | | | 1 | \$375.00 | | 0.90 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 5 | \$375.00 | | 0.90 | | | |
| | | Week: 11/07/16 | 11/13/16 | M----- | | | | | 1 | \$375.00 | | 0.90 | | | |
| N 6 | WOIO | 10/28/16 | 11/04/16 | Cleveland 19 News at 4p Cleveland 19 News at 4p | Comm | 4-5p | MTWTF-- | :30 | 1 | \$175.00 | P 8 | 0.70 | NM | 6 | \$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: 10/24/16 | 10/30/16 | ----F-- | | | | | 1 | \$175.00 | | 0.70 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 5 | \$175.00 | | 0.70 | | | |
| N 7 | WOIO | 11/07/16 | 11/07/16 | Cleveland 19 News at 4p Cleveland 19 News at 4p | Comm | 4-5p | M----- | :30 | 1 | \$250.00 | P 6 | 0.70 | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/07/16 | 11/13/16 | M----- | | | | | 1 | \$250.00 | | 0.70 | | | |
| N 8 | WOIO | 10/28/16 | 11/04/16 | Cleveland 19 News at 5p Cleveland 19 News at 5p | Comm | 5-6p | MTWTF-- | :30 | 1 | \$200.00 | P 8 | 1.00 | NM | 6 | \$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: 10/24/16 | 10/30/16 | ----F-- | | | | | 1 | \$200.00 | | 1.00 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 5 | \$200.00 | | 1.00 | | | |
| N 9 | WOIO | 11/07/16 | 11/07/16 | Cleveland 19 News at 5p Cleveland 19 News at 5p | Comm | 5-6p | M----- | :30 | 1 | \$300.00 | P 6 | 1.00 | 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: 11/07/16 | 11/13/16 | M----- | | | | | 1 | \$300.00 | | 1.00 | | | |
| N 10 | WOIO | 10/28/16 | 10/28/16 | Cleveland 19 News at 6p Cleveland 19 News at 6p | Comm | 6-630p | ----F-- | :30 | 1 | \$275.00 | P 8 | 1.70 | NM | 1 | \$275.00 |
| | | <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 | ----F-- | | | | | 1 | \$275.00 | | 1.70 | | | |
| N 11 | WOIO | 10/31/16 | 11/07/16 | Cleveland 19 News at 6p Cleveland 19 News at 6p | Comm | 6-630p | MTWTF-- | :30 | 5 | \$400.00 | P 6 | 1.70 | NM | 6 | \$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: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 5 | \$400.00 | | 1.70 | | | |
| | | Week: 11/07/16 | 11/13/16 | M----- | | | | | 1 | \$400.00 | | 1.70 | | | |
| N 12 | WOIO | 10/28/16 | 11/07/16 | Cleveland 19 News at 11p Cleveland 19 News at 11p | Comm | 11-1135p | MTWTF-- | :30 | 1 | \$750.00 | P 6 | 3.20 | NM | 6 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/24/16 | 10/30/16 | ----F-- | | | | | 1 | \$750.00 | | 3.20 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 4 | \$750.00 | | 3.20 | | | |
| | | Week: 11/07/16 | 11/13/16 | M----- | | | | | 1 | \$750.00 | | 3.20 | | | |
| N 13 | WOIO | 10/28/16 | 11/04/16 | NET Late Show, The The Late Show | Comm | 1135p-1238a | MTWTF-- | :30 | 1 | \$200.00 | P 8 | 1.70 | NM | 4 | \$800.00 |
| | | <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 | ----F-- | | | | | 1 | \$200.00 | | 1.70 | | | |
| | | Week: 10/31/16 | 11/06/16 | MTWTF-- | | | | | 3 | \$200.00 | | 1.70 | | | |
| N 14 | WOIO | 11/07/16 | 11/07/16 | NET Late Show, The The Late Show | Comm | 1135p-1238a | M----- | :30 | 1 | \$350.00 | P 6 | 1.70 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/07/16 | 11/13/16 | M----- | | | | | 1 | \$350.00 | | 1.70 | | | |
| N 15 | WOIO | 11/01/16 | 11/01/16 | NET Tue Hour 1 Tue Hour 1 | Comm | 8-9P | -T----- | :30 | 1 | \$4,000.00 | P 6 | 8.60 | NM | 1 | \$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: 10/31/16 | 11/06/16 | -T----- | | | | | 1 | \$4,000.00 | | 8.60 | | | |
| N 16 | WOIO | 11/01/16 | 11/01/16 | NET Tue Hour 3 Tue Hour 3 | Comm | 10-11P | -T----- | :30 | 1 | \$1,500.00 | P 8 | 5.10 | NM | 1 | \$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: 10/31/16 | 11/06/16 | -T----- | | | | | 1 | \$1,500.00 | | 5.10 | | | |
| N 17 | WOIO | 11/04/16 | 11/04/16 | NET Fri Hour 3 Fri Hour 3 | Comm | 10-11p | ----F-- | :30 | 1 | \$1,750.00 | P 8 | 5.40 | NM | 1 | \$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: 10/31/16 | 11/06/16 | ----F-- | | | | | 1 | \$1,750.00 | | 5.40 | | | |

Order / Rev: 1603783
 Alt Order #:
 Flight Dates: 10/28/16 - 11/08/16

Advertiser: POL/Shapiro, Ilene & Cable, Ron/D/Sum
 Product Desc: WOIO
 Estimate:

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|--------|-------|-------------|
| N18 | WOIO | 10/29/16 | 11/05/16 | The Early Show Sat Early Show | Comm | 9-11a | -----S- | :30 | 1 | \$175.00 | P 6 | 0.80 | NM | 2 | \$350.00 |
| | | <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 | -----S- | | 1 | | | | \$175.00 | | 0.80 | | | |
| | | Week: 10/31/16 | 11/06/16 | -----S- | | 1 | | | | \$175.00 | | 0.80 | | | |
| N19 | WOIO | 10/29/16 | 11/05/16 | Sat Cleve 19 News at 7p Sat Cleve 19 News at 7p | Comm | 7-8p | -----S- | :30 | 1 | \$275.00 | P 6 | 1.50 | NM | 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: 10/24/16 | 10/30/16 | -----S- | | 1 | | | | \$275.00 | | 1.50 | | | |
| | | Week: 10/31/16 | 11/06/16 | -----S- | | 1 | | | | \$275.00 | | 1.50 | | | |
| N20 | WOIO | 10/29/16 | 10/29/16 | NET Sat Hour 3 Sat Hour 3 | Comm | 10-11p | -----S- | :30 | 1 | \$1,750.00 | P 6 | 2.70 | NM | 1 | \$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: 10/24/16 | 10/30/16 | -----S- | | 1 | | | | \$1,750.00 | | 2.70 | | | |
| N21 | WOIO | 10/29/16 | 11/05/16 | Sa Cleve 19 News at 11p Sa Cleve 19 News at 11p | Comm | 11p-1135p/11P-12 | -----S- | :30 | 1 | \$500.00 | P 6 | 1.20 | NM | 2 | \$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 | -----S- | | 1 | | | | \$500.00 | | 1.20 | | | |
| | | Week: 10/31/16 | 11/06/16 | -----S- | | 1 | | | | \$500.00 | | 1.20 | | | |
| N22 | WOIO | 10/30/16 | 11/06/16 | Tailgate 19 Tailgate 19 | Comm | Various | -----S | :30 | 1 | \$450.00 | P 8 | 0.90 | NM | 2 | \$900.00 |
| | | <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 | -----S | | 1 | | | | \$450.00 | | 0.90 | | | |
| | | Week: 10/31/16 | 11/06/16 | -----S | | 1 | | | | \$450.00 | | 0.90 | | | |
| N23 | WOIO | 10/30/16 | 11/06/16 | NET NFL Today NFL Today | Comm | 9a-8p | -----S | :30 | 1 | \$2,000.00 | P 8 | 2.80 | NM | 2 | \$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: 10/24/16 | 10/30/16 | -----S | | 1 | | | | \$2,000.00 | | 2.80 | | | |
| | | Week: 10/31/16 | 11/06/16 | -----S | | 1 | | | | \$2,000.00 | | 2.80 | | | |
| N24 | WOIO | 10/30/16 | 10/30/16 | Fifth Quarter Fifth Quarter | Comm | 5p-6p | -----S | :30 | 1 | \$2,000.00 | P 8 | 6.60 | 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: 10/24/16 | 10/30/16 | -----S | | 1 | | | | \$2,000.00 | | 6.60 | | | |
| N25 | WOIO | 10/30/16 | 11/06/16 | Sun Cleve 19 News at 630p Sun Cleve 19 News at 630p | Comm | 630-7p | -----S | :30 | 1 | \$1,000.00 | P 6 | 8.50 | NM | 2 | \$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: 10/24/16 | 10/30/16 | -----S | | 1 | | | | \$1,000.00 | | 8.50 | | | |
| | | Week: 10/31/16 | 11/06/16 | -----S | | 1 | | | | \$1,000.00 | | 8.50 | | | |
| N26 | WOIO | 10/30/16 | 11/06/16 | Su Cleve 19 News at 11p Su Cleve 19 News at 11p | Comm | 11p-1135p/11p-12 | -----S | :30 | 1 | \$750.00 | P 6 | 2.70 | NM | 2 | \$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: 10/24/16 | 10/30/16 | -----S | | 1 | | | | \$750.00 | | 2.70 | | | |
| | | Week: 10/31/16 | 11/06/16 | -----S | | 1 | | | | \$750.00 | | 2.70 | | | |
| | | | | | | | | | | | | | Totals | 86 | \$38,850.00 |