

ORDER

**WOIO**

Orders

Order / Rev: 1396773

Alt Order #:

Product Desc: Flight Seven

Estimate:

Flight Dates: 10/26/15 - 11/03/15

Original Date / Rev: 10/22/15 / 10/22/15

Order Type: Political

Primary AE: House WOIO/WUAB

Sales Office: L-CLE

Sales Region: Local

Agency

Name: Midwest Communications & Media.

Buying Contact: Bob Clegg

Billing Contact:

155 East Broad Street, Suite 2020

Columbus, OH 43215

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: ISS/Responsible Ohio

Demographic: A35+

Product Codes: PL20

Priority: P 6

Revenue Codes: Agency, Political, Pol-Issue

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/15	11/03/15	196	\$60,925.00	\$51,786.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2015	196	\$60,925.00	\$51,786.25	0.00
Totals	196	\$60,925.00	\$51,786.25	0.00

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	10/26/15	11/02/15	Cleveland 19 News at 430a Cleveland 19 News at 430a	Comm	430-5a	MTWT--S	:30	10	\$25.00	P 8	0.00	NM	12	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWT--S		10				\$25.00		0.00			
		Week: 11/02/15	11/08/15	M-----		2				\$25.00		0.00			
N 2	WOIO	10/26/15	11/03/15	Cleveland 19 News at 5a Cleveland 19 News at 5a	Comm	5-6a	MTWTF--	:30	10	\$50.00	P 8	0.00	NM	12	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--		10				\$50.00		0.00			
		Week: 11/02/15	11/08/15	MT-----		2				\$50.00		0.00			
N 3	WOIO	10/26/15	11/03/15	Cleveland 19 News at 6a Cleveland 19 News at 6a	Comm	6-7a	MTWTF--	:30	10	\$75.00	P 8	0.00	NM	12	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--		10				\$75.00		0.00			
		Week: 11/02/15	11/08/15	MT-----		2				\$75.00		0.00			
N 4	WOIO	10/26/15	11/03/15	NET CBS AM Network News CBS This Morning	Comm	7-9a	MTWTF--	:30	20	\$50.00	P 8	0.00	NM	24	\$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: 10/26/15	11/01/15	MTWTF--		20				\$50.00		0.00			
		Week: 11/02/15	11/08/15	MT-----		4				\$50.00		0.00			
N 5	WOIO	10/26/15	11/03/15	RI M-F 9-10A RI M-F 9-10A	Comm	9-10A	MTWTF--	:30	10	\$50.00	P 8	0.00	NM	12	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--		10				\$50.00		0.00			
		Week: 11/02/15	11/08/15	MT-----		2				\$50.00		0.00			

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Advertiser: ISS/Responsible Ohio
 Product Desc: Flight Seven
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WOIO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WOIO	10/26/15	11/03/15	NET Let's Make A Deal Let's Make A Deal	Comm	10-11a	MTWTF--	:30	5	\$250.00	P 6	0.00	NM	6	\$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: 10/26/15	11/01/15	MTWTF--					5	\$250.00		0.00			
		Week: 11/02/15	11/08/15	MT-----					1	\$250.00		0.00			
N 7	WOIO	10/26/15	11/03/15	NET Price Is Right Price is Right	Comm	11a-12p	MTWTF--	:30	5	\$325.00	P 6	0.00	NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--					5	\$325.00		0.00			
		Week: 11/02/15	11/08/15	MT-----					1	\$325.00		0.00			
N 8	WOIO	10/26/15	11/03/15	Noon News Noon News	Comm	12-1230p	MTWTF--	:30	5	\$350.00	P 6	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--					5	\$350.00		0.00			
		Week: 11/02/15	11/08/15	MT-----					1	\$350.00		0.00			
N 9	WOIO	10/26/15	11/03/15	CBS Soaps CBS Soaps	Comm	CBS Soaps	MTWTF--	:30	10	\$450.00	P 6	0.00	NM	12	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--					10	\$450.00		0.00			
		Week: 11/02/15	11/08/15	MT-----					2	\$450.00		0.00			
N 10	WOIO	10/26/15	11/03/15	The Talk The Talk	Comm	2-3p	MTWTF--	:30	5	\$350.00	P 6	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--					5	\$350.00		0.00			
		Week: 11/02/15	11/08/15	MT-----					1	\$350.00		0.00			
N 11	WOIO	10/26/15	11/03/15	SYN M-F 3-4P M-F 3-4P	Comm	3-4P	MTWTF--	:30	5	\$150.00	P 8	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--					5	\$150.00		0.00			
		Week: 11/02/15	11/08/15	MT-----					1	\$150.00		0.00			
N 12	WOIO	10/26/15	11/03/15	Cleveland 19 News at 4p Cleveland 19 News at 4p	Comm	4-5p	MTWTF--	:30	10	\$250.00	P 6	0.00	NM	12	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--					10	\$250.00		0.00			
		Week: 11/02/15	11/08/15	MT-----					2	\$250.00		0.00			
N 13	WOIO	10/26/15	11/03/15	Cleveland 19 News at 5p Cleveland 19 News at 5p	Comm	5-6p	MTWTF--	:30	10	\$250.00	P 6	0.00	NM	12	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--					10	\$250.00		0.00			
		Week: 11/02/15	11/08/15	MT-----					2	\$250.00		0.00			
N 14	WOIO	10/26/15	11/03/15	Cleveland 19 News at 6p Cleveland 19 News at 6p	Comm	6-630p	MTWTF--	:30	10	\$375.00	P 6	0.00	NM	12	\$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: 10/26/15	11/01/15	MTWTF--					10	\$375.00		0.00			
		Week: 11/02/15	11/08/15	MT-----					2	\$375.00		0.00			
N 15	WOIO	10/26/15	11/02/15	SYN M-F 7-730p M-F 7-730p	Comm	7-730p	MTWTF--	:30	5	\$1,200.00	P 4	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--					5	\$1,200.00		0.00			
		Week: 11/02/15	11/08/15	M-----					1	\$1,200.00		0.00			
N 16	WOIO	10/26/15	11/02/15	SYN M-F 730-8p M-F 730-8p	Comm	730-8p	MTWTF--	:30	5	\$1,300.00	P 4	0.00	NM	6	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--					5	\$1,300.00		0.00			
		Week: 11/02/15	11/08/15	M-----					1	\$1,300.00		0.00			
N 17	WOIO	10/26/15	11/02/15	Cleveland 19 News at 11p Cleveland 19 News at 11p	Comm	11-1135p	MTWTF--	:30	10	\$750.00	P 6	0.00	NM	12	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/15	11/01/15	MTWTF--					10	\$750.00		0.00			
		Week: 11/02/15	11/08/15	M-----					2	\$750.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N18	WOIO	10/26/15	11/02/15	NET Late Show, The The Late Show	Comm	1135p-1238a	MTWTF--	:30	5	\$300.00	P 8	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/26/15	11/01/15	MTWTF--		5				\$300.00		0.00			
	Week:	11/02/15	11/08/15	M-----		1				\$300.00		0.00			
N19	WOIO	10/26/15	11/02/15	NET Mon Hour 3 Mon Hour 3	Comm	10-11P	M-----	:30	1	\$1,750.00	P 8	0.00	NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/26/15	11/01/15	M-----		1				\$1,750.00		0.00			
	Week:	11/02/15	11/08/15	M-----		1				\$1,750.00		0.00			
N20	WOIO	10/30/15	10/30/15	NET Fri Hour 3 Fri Hour 3	Comm	10-11p	----F--	:30	1	\$1,500.00	P 8	0.00	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:	10/26/15	11/01/15	----F--		1				\$1,500.00		0.00			
N21	WOIO	10/31/15	10/31/15	The Early Show Sat Early Show	Comm	9-11a	-----S-	:30	4	\$150.00	P 6	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/26/15	11/01/15	-----S-		4				\$150.00		0.00			
N22	WOIO	10/31/15	10/31/15	Sat Cleve 19 News at 7p Sat Cleve 19 News at 7p	Comm	7-8p	-----S-	:30	2	\$175.00	P 8	0.00	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:	10/26/15	11/01/15	-----S-		2				\$175.00		0.00			
N23	WOIO	11/01/15	11/01/15	Cleveland 19 News at 7a Cleveland 19 News at 7a	Comm	7-9a	-----S	:30	4	\$75.00	P 8	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/26/15	11/01/15	-----S		4				\$75.00		0.00			
N24	WOIO	11/01/15	11/01/15	NET CBS Sunday Morn CBS Sunday Morning	Comm	9-1030a	-----S	:30	2	\$300.00	P 6	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/26/15	11/01/15	-----S		2				\$300.00		0.00			
N25	WOIO	11/01/15	11/01/15	Sun Cleve 19 News at 630p Sun Cleve 19 News at 630p	Comm	630-7p	-----S	:30	1	\$225.00	P 4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/26/15	11/01/15	-----S		1				\$225.00		0.00			
Totals														196	\$60,925.00