

ORDER



WJW-TV

Orders
Order / Rev: 403966
 Alt Order #: _____
Product Desc: CANDIDATE A -ADDITION
 Estimate: _____
Flight Dates: 11/03/16 - 11/07/16
Original Date / Rev: 11/01/16 / 11/01/16
Order Type: GENERAL

Primary AE: Denel Cherry
Sales Office: LOCAL
Sales Region: Local

Agency
Name: Midwest Communications
Buying Contact: Bob Clegg
Billing Contact: _____
155 East Broad Street
Columbus, OH 43215

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

Advertiser
Name: Ohio House Republican Organizational
Demographic: A25-54
Product Codes: PL2.h.ii
Priority: Default
Revenue Codes: Agency, Political, Political-Non-PAC

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
10/31/16	11/07/16	33	\$28,300.00	\$24,055.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	33	\$28,300.00	\$24,055.00	0.00
Totals	33	\$28,300.00	\$24,055.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Cherry			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJW-TV	45%	\$28,300.00
Market	100%	\$62,888.89

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAOH	0%	\$0.00
WBNX	0%	\$0.00
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	20%	\$12,577.78
WGGN	0%	\$0.00
WKYC	20%	\$12,577.78
WMFD	0%	\$0.00
WOIO	10%	\$6,288.89
WQHS	0%	\$0.00
WRLM	0%	\$0.00
WUAB	5%	\$3,144.44
WVIZ	0%	\$0.00
WVPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	8	11/03/16	11/07/16	M-F 4a-430a M-F 4a-430a	CM	4a-430a	M--TF--	:30	2	\$100.0007		0.00	NM	3	\$300.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	8	11/03/16	11/07/16	M-F 4a-430a M-F 4a-430a	CM	4a-430a	M--TF--	:30	2	\$100.0007		0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--					2	\$100.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$100.00		0.00			
N 2	8	11/03/16	11/07/16	M-F 430a-5a FOX 8 News @ 430a	CM	M-F 430a-5a	M--TF--	:30	2	\$150.0007		0.00	NM	3	\$450.00
		<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	---TF--					2	\$150.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$150.00		0.00			
N 3	8	11/03/16	11/07/16	M-F 530a-6a FOX 8 News @ 530a	CM	M-F 530a-6a	M--TF--	:30	2	\$950.0003		0.00	NM	3	\$2,850.00
		<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	---TF--					2	\$950.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$950.00		0.00			
N 4	8	11/03/16	11/07/16	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M--TF--	:30	2	\$400.0004		0.00	NM	3	\$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: 10/31/16	11/06/16	---TF--					2	\$400.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$400.00		0.00			
N 5	8	11/03/16	11/07/16	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-3:30 PM (3:00 PM-3:30 PM)	M--TF--	:30	2	\$700.0004		0.00	NM	3	\$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: 10/31/16	11/06/16	---TF--					2	\$700.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$700.00		0.00			
N 6	8	11/03/16	11/07/16	M-F 4p-5p FOX 8 News @ 4p	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	M--TF--	:30	2	\$1,200.0003		0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--					2	\$1,200.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$1,200.00		0.00			
N 7	8	11/03/16	11/07/16	M-F 5p-6p FOX 8 News @ 5p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	M--TF--	:30	2	\$1,300.0003		0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--					2	\$1,300.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$1,300.00		0.00			
N 8	8	11/03/16	11/07/16	M-F 730p-8p M-F 730p-8p	CM		M--TF--	:30	2	\$2,500.0003		0.00	NM	3	\$7,500.00
		<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	---TF--					2	\$2,500.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$2,500.00		0.00			
N 9	8	11/04/16	11/04/16	Friday Night Touchdown Friday Night Touchdown	CM		----F--	:30	1	\$1,000.0004		0.00	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: 10/31/16	11/06/16	----F--					1	\$1,000.00		0.00			
N 10	8	11/03/16	11/07/16	M-F 1130p-12a M-F 1130p-12a	CM	1130p-12a	M--TF--	:30	1	\$900.0003		0.00	NM	3	\$2,700.00
		<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	---TF--					2	\$900.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$900.00		0.00			
N 11	8	11/03/16	11/07/16	M-F 1230a-1a M-F 1230a-1a	CM	1230a-1a	M--TF--	:30	1	\$300.0007		0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	---TF--					2	\$300.00		0.00			
		Week: 11/07/16	11/13/16	M-----					1	\$300.00		0.00			
N 12	8	11/06/16	11/06/16	Su 11a-1130a FOX 8 Sunday Midday News	CM	11a-1130a	-----S	:30	1	\$900.0003		0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S					1	\$900.00		0.00			
N 13	8	11/06/16	11/06/16	Su 11p-1130p Su 11p-1130p	CM	11p-1130p	-----S	:30	1	\$900.0003		0.00	NM	1	\$900.00

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N 13	8	11/06/16	11/06/16	Su 11p-1130p Su 11p-1130p	CM	11p-1130p	-----S	:30	1	\$900.0003		0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/31/16	11/06/16	-----S		1		\$900.00		0.00				
												Totals	33	\$28,300.00