

ORDER



WUAB

Orders
Order / Rev: 1742111
Alt Order #: 08645431
Product Desc: Ohioans Against the Deceptive RX Balot
Estimate: 4538
Flight Dates: 05/22/17 - 05/30/17
Original Date / Rev: 05/19/17 / 05/19/17
Order Type: General

Primary AE: Teresa Difuria
Sales Office: T-PHI
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 210 W Pennsylvania Ave, Suite 250
 Towson, MD 21204

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

Advertiser Name: ISS/Ohioans Against the Deceptive R
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:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/01/17	05/28/17	8	\$1,400.00	\$1,190.00
05/29/17	05/30/17	4	\$700.00	\$595.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2017	8	\$1,400.00	\$1,190.00	0.00
June 2017	4	\$700.00	\$595.00	0.00
Totals	12	\$2,100.00	\$1,785.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Teresa Difuria			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WUAB	1%	\$2,100.00
Market	100%	\$210,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
DUAB	0%	\$0.00
EOIO	0%	\$0.00
WBNX	0%	\$0.00
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	5%	\$10,500.00
WGGN	0%	\$0.00
WJW	27%	\$56,700.00
WKYC	43%	\$90,300.00
WMFD	0%	\$0.00
WOAC	0%	\$0.00
WOIO	24%	\$50,400.00
WQHS	0%	\$0.00
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
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Order / Rev: 1742111
 Alt Order #: 08645431
 Flight Dates: 05/22/17 - 05/30/17

Advertiser: ISS/Ohioans Against the Deceptive RX E
 Product Desc: Ohioans Against the Deceptive RX Balot **WUAB**
 Estimate: 4538

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUAB	05/26/17	05/26/17	LOC Late News M-F LOC Late News M-F	Comm	10-10:30p	----1--	:30	1	\$250.00	P 6	0.00	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: 05/22/17	05/28/17	----1--		1				\$250.00		0.00			
E 2	WUAB	05/26/17	05/26/17	Fri Night Under The Light Fri Night Under The Light	Comm	1035p-11p	----1--	:30	1	\$100.00	P 6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/22/17	05/28/17	----1--		1				\$100.00		0.00			
E 3	WUAB	05/29/17	05/29/17	LOC Late News M-F LOC Late News M-F	Comm	10-10:30p	1-----	:30	1	\$250.00	P 6	0.00	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: 05/29/17	06/04/17	1-----		1				\$250.00		0.00			
E 4	WUAB	05/29/17	05/29/17	SYN M-F 10:30-11P SYN M-F 10:30-11P	Comm	M-F 10:30-11P	1-----	:30	1	\$100.00	P 6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/29/17	06/04/17	1-----		1				\$100.00		0.00			
E 5	WUAB	05/25/17	05/25/17	LOC Late News M-F LOC Late News M-F	Comm	10-10:30p	---1---	:30	1	\$250.00	P 6	0.00	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: 05/22/17	05/28/17	---1---		1				\$250.00		0.00			
E 6	WUAB	05/25/17	05/25/17	SYN M-F 10:30-11P SYN M-F 10:30-11P	Comm	M-F 10:30-11P	---1---	:30	1	\$100.00	P 6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/22/17	05/28/17	---1---		1				\$100.00		0.00			
E 7	WUAB	05/23/17	05/30/17	LOC Late News M-F LOC Late News M-F	Comm	10-10:30p	-1-----	:30	1	\$250.00	P 6	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/22/17	05/28/17	-1-----		1				\$250.00		0.00			
		Week: 05/29/17	06/04/17	-1-----		1				\$250.00		0.00			
E 8	WUAB	05/23/17	05/30/17	SYN M-F 10:30-11P SYN M-F 10:30-11P	Comm	M-F 10:30-11P	-1-----	:30	1	\$100.00	P 6	0.00	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: 05/22/17	05/28/17	-1-----		1				\$100.00		0.00			
		Week: 05/29/17	06/04/17	-1-----		1				\$100.00		0.00			
E 9	WUAB	05/24/17	05/24/17	LOC Late News M-F LOC Late News M-F	Comm	10-10:30p	--1----	:30	1	\$250.00	P 6	0.00	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: 05/22/17	05/28/17	--1----		1				\$250.00		0.00			
E 10	WUAB	05/24/17	05/24/17	SYN M-F 10:30-11P SYN M-F 10:30-11P	Comm	M-F 10:30-11P	--1----	:30	1	\$100.00	P 6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/22/17	05/28/17	--1----		1				\$100.00		0.00			
Totals													12	\$2,100.00	