

ORDER

**WJW-TV**

Orders
Order / Rev: 393953
Alt Order #: 08411308
Product Desc: HILLARY CLINTON
Estimate: 5560
Flight Dates: 10/11/16 - 10/17/16
Original Date / Rev: 10/11/16 / 10/11/16
Order Type: GENERAL

Primary AE: Justin Votta
Sales Office: NPHL
Sales Region: National

Agency
Name: Greer Margolis & Mitchell, Inc
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

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

Advertiser
Name: Clinton H/D/US President
Demographic: A35+
Product Codes: PL3.b.i
Priority: Default
Revenue Codes: Agency, Political, Political-Non-PAC

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/17/16	18	\$34,000.00	\$28,900.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	18	\$34,000.00	\$28,900.00	0.00
Totals	18	\$34,000.00	\$28,900.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Justin Votta			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJW-TV	29%	\$34,000.00
Market	100%	\$117,241.38

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAOH	0%	\$0.00
WBNX	3%	\$3,517.24
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	18%	\$21,103.45
WGGN	0%	\$0.00
WKYC	20%	\$23,448.28
WMFD	0%	\$0.00
WOIO	27%	\$31,655.17
WQHS	0%	\$0.00
WRLM	0%	\$0.00
WUAB	3%	\$3,517.24
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
1	8	10/11/16	10/17/16	M-F 12p-1p FOX 8 News @ Noon	CM	12:00 PM-1:00 PM	MTWTF--	1:00	1	\$1,200.00	04	0.00	NM	1	\$1,200.00

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1	8	10/11/16	10/17/16	M-F 12p-1p FOX 8 News @ Noon	CM	12:00 PM-1:00 PM	MTWTF--	1:00	1	\$1,200.00	04	0.00	NM	1	\$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:		10/11/16	10/17/16	MTWTF--			1		\$1,200.00		0.00				
2	8	10/11/16	10/17/16	M-F 5a-530a FOX 8 News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	1:00	1	\$600.00	07	0.00	NM	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:		10/11/16	10/17/16	MTWTF--			1		\$600.00		0.00				
3	8	10/11/16	10/17/16	M-F 5p-6p FOX 8 News @ 5p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	MTWTF--	1:00	1	\$1,100.00	07	0.00	NM	1	\$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:		10/11/16	10/17/16	MTWTF--			1		\$1,100.00		0.00				
4	8	10/11/16	10/17/16	M-F 530a-6a FOX 8 News @ 530a	CM	5:30 AM-6:00 AM	MTWTF--	1:00	1	\$900.00	07	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:		10/11/16	10/17/16	MTWTF--			1		\$900.00		0.00				
5	8	10/11/16	10/17/16	M-F 6p-7p FOX 8 News @ 6p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	MTWTF--	1:00	1	\$2,200.00	04	0.00	NM	1	\$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:		10/11/16	10/17/16	MTWTF--			1		\$2,200.00		0.00				
6	8	10/11/16	10/17/16	M-F 6a-7a FOX 8 News In The Morning	CM	6:00 AM-7:00 AM	MTWTF--	1:00	2	\$2,600.00	04	0.00	NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/11/16	10/17/16	MTWTF--			2		\$2,600.00		0.00				
7	8	10/11/16	10/17/16	M-F 6a-7a FOX 8 News In The Morning	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	1:00	2	\$2,600.00	04	0.00	NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/11/16	10/17/16	MTWTF--			2		\$2,600.00		0.00				
N 8	8	10/11/16	10/17/16	M-F 6p-7p FOX 8 News @ 6p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	MTWTF--	1:00	1	\$2,200.00	04	0.00	NM	1	\$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:		10/11/16	10/17/16	MTWTF--			1		\$2,200.00		0.00				
N 9	8	10/11/16	10/17/16	M-F 6p-7p FOX 8 News @ 6p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	MTWTF--	1:00	1	\$2,200.00	04	0.00	NM	1	\$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:		10/11/16	10/17/16	MTWTF--			1		\$2,200.00		0.00				
10	8	10/11/16	10/17/16	M-F 7a-8a FOX 8 News In The Morning	CM	7:00 AM-8:00 AM	MTWTF--	1:00	1	\$2,600.00	04	0.00	NM	1	\$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:		10/11/16	10/17/16	MTWTF--			1		\$2,600.00		0.00				
11	8	10/11/16	10/17/16	M-F 730p-8p M-F 730p-8p	CM	7:30 PM-8:00 PM	MTWTF--	1:00	1	\$3,200.00	04	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/11/16	10/17/16	MTWTF--			1		\$3,200.00		0.00				
12	8	10/14/16	10/14/16	Friday Night Touchdown Friday Night Touchdown	CM	11:00 PM-11:30 PM	-----1--	1:00	1	\$2,000.00	04	0.00	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:		10/10/16	10/16/16	-----1--			1		\$2,000.00		0.00				
13	8	10/15/16	10/15/16	Sa 7a-8a FOX 8 Saturday News @ 7a	CM	7:00 AM-8:00 AM	-----1-	1:00	1	\$1,000.00	04	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:		10/10/16	10/16/16	-----1-			1		\$1,000.00		0.00				
14	8	10/11/16	10/17/16	M-Su 1a-2a M-Su 1a-2a	CM	1:00 AM-2:00 AM	MTWTFSS	1:00	2	\$200.00	07	0.00	NM	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:		10/11/16	10/17/16	MTWTFSS			2		\$200.00		0.00				
15	8	10/11/16	10/11/16	Tuesday Prime Hour 1 Tuesday Prime Hour 1	CM	8:00 PM-9:00 PM	-1-----	1:00	1	\$4,000.00	07	0.00	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>				

