

# 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
<b>Totals</b>	<b>18</b>	<b>\$34,000.00</b>	<b>\$28,900.00</b>	<b>0.00</b>

**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	4	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>					
Week:		10/11/16	10/11/16	-1-----		1		\$4,000.00		0.00					

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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>
		Week: 10/10/16	10/16/16	-1-----		1				\$4,000.00					0.00
													Totals	18	\$34,000.00