

# ORDER

**WJW-TV**

**Orders**  
**Order / Rev:** 372390  
**Alt Order #:** 08356353  
**Product Desc:** HILLARY CLINTON  
**Estimate:** 5286  
**Flight Dates:** 09/20/16 - 09/26/16  
**Original Date / Rev:** 09/28/16 / 09/28/16  
**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:** 07  
**Revenue Codes:** Agency, Political, Political-Non-PAC

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/25/16	76	\$60,875.00	\$51,743.75
09/26/16	09/26/16	17	\$27,650.00	\$23,502.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	76	\$60,875.00	\$51,743.75	0.00
October 2016	17	\$27,650.00	\$23,502.50	0.00
<b>Totals</b>	<b>93</b>	<b>\$88,525.00</b>	<b>\$75,246.25</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%	\$88,525.00
Market	100%	\$305,258.62

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WAOH	0%	\$0.00
WBNX	3%	\$9,157.76
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	18%	\$54,946.55
WGGN	0%	\$0.00
WKYC	20%	\$61,051.72
WMFD	0%	\$0.00
WOIO	27%	\$82,419.83
WQHS	0%	\$0.00
WRLM	0%	\$0.00
WUAB	3%	\$9,157.76
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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Advertiser: Clinton H/D/US President  
 Product Desc: HILLARY CLINTON  
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WJW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	09/20/16	09/26/16	M-F 1p-2p M-F 1p-2p	CM	1:00 PM-2:00 PM	MTWTF--	:30	2	\$175.00	07	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:		09/20/16	09/26/16	MTWTF--			2		\$175.00	0.00					
2	8	09/20/16	09/26/16	M-F 10a-11a New Day Cleveland	CM	10:00 AM-11:00 AM	MTWTF--	:30	3	\$250.00	07	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/20/16	09/26/16	MTWTF--			3		\$250.00	0.00					
3	8	09/20/16	09/26/16	M-F 11p-1130p M-F 11p-1130p	CM	11:00 PM-11:30 PM	MTWTF--	:30	3	\$700.00	04	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/20/16	09/26/16	MTWTF--			3		\$700.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	8	09/20/16-09/26/16		M-F 11p-1130p	11:00 PM-11:30 P		MTWThF----	:30		<del>(\$500.00)</del>		0.00	NM		
Credited [CREDIT 1X NA L3 MG 1X]															
N 4	8	09/20/16	09/26/16	M-F 1130p-12a M-F 1130p-12a	CM	11:30 PM-12:00 X	MTWTF--	:30	4	\$600.00	04	0.00	NM	3	\$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:		09/20/16	09/26/16	MTWTF--			4		\$600.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	8	09/20/16-09/26/16		M-F 1130p-12a	11:30 PM-12:00 X		MTWThF----	:30		<del>(\$600.00)</del>		0.00	NM		
Credited [CREDIT 1X NA L4]															
5	8	09/20/16	09/26/16	M-F 11a-12p M-F 11a-12p	CM	11:00 AM-12:00 PM	MTWTF--	:30	3	\$400.00	04	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:		09/20/16	09/26/16	MTWTF--			3		\$400.00	0.00					
6	8	09/20/16	09/26/16	M-F 12a-1230a M-F 12a-1230a	CM	12:00 AM-12:30 AM	MTWTF--	:30	4	\$300.00	07	0.00	NM	4	\$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:		09/20/16	09/26/16	MTWTF--			4		\$300.00	0.00					
7	8	09/20/16	09/26/16	M-F 12p-1p FOX 8 News @ Noon	CM	12:00 PM-1:00 PM	MTWTF--	:30	3	\$600.00	04	0.00	NM	3	\$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:		09/20/16	09/26/16	MTWTF--			3		\$600.00	0.00					
8	8	09/20/16	09/26/16	M-Su 2a-3a M-Su 2a-3a	CM	2a-3a	MTWTFSS	:30	2	\$50.00	07	0.00	NM	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:		09/20/16	09/26/16	MTWTF--			2		\$50.00	0.00					
9	8	09/20/16	09/26/16	M-F 2p-3p M-F 2p-3p	CM	2:00 PM-3:00 PM	MTWTF--	:30	3	\$175.00	07	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/20/16	09/26/16	MTWTF--			3		\$175.00	0.00					
10	8	09/20/16	09/26/16	M-F 3p-4p M-F 3p-4p	CM	3:00 PM-3:30 PM (3:00 PM-3:30 PM)	MTWTF--	:30	4	\$350.00	07	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/20/16	09/26/16	MTWTF--			4		\$350.00	0.00					
11	8	09/20/16	09/26/16	M-F 3p-4p M-F 3p-4p	CM	3:30 PM-4:00 PM (3:30 PM-4:00 PM)	MTWTF--	:30	4	\$350.00	07	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/20/16	09/26/16	MTWTF--			4		\$350.00	0.00					
12	8	09/20/16	09/26/16	M-F 4a-430a M-F 4a-430a	CM	4:00 AM-4:30 AM	MTWTF--	:30	2	\$100.00	07	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:		09/20/16	09/26/16	MTWTF--			2		\$100.00	0.00					
13	8	09/20/16	09/26/16	M-F 4p-5p FOX 8 News @ 4p	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$450.00	07	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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13	8	09/20/16	09/26/16	M-F 4p-5p FOX 8 News @ 4p	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$450.00	07	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/20/16	09/26/16	MTWTF--		1			\$450.00			0.00			
14	8	09/20/16	09/26/16	M-F 430a-5a FOX 8 News @ 430a	CM	M-F 430a-5a	MTWTF--	:30	3	\$250.00	04	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/20/16	09/26/16	MTWTF--		3			\$250.00			0.00			
15	8	09/20/16	09/26/16	M-F 4p-5p FOX 8 News @ 4p	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	MTWTF--	:30	3	\$450.00	07	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/20/16	09/26/16	MTWTF--		3			\$450.00			0.00			
16	8	09/20/16	09/26/16	M-F 5a-530a FOX 8 News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	:30	1	\$300.00	07	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/20/16	09/26/16	MTWTF--		1			\$300.00			0.00			
17	8	09/20/16	09/26/16	M-F 5p-6p FOX 8 News @ 5p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	MTWTF--	:30	2	\$1,300.00	03	0.00	NM	2	\$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: 09/20/16	09/26/16	MTWTF--		2			\$1,300.00			0.00			
18	8	09/20/16	09/26/16	M-F 530a-6a FOX 8 News @ 530a	CM	5:30 AM-6:00 AM	MTWTF--	:30	3	\$650.00	04	0.00	NM	3	\$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: 09/20/16	09/26/16	MTWTF--		3			\$650.00			0.00			
19	8	09/20/16	09/26/16	M-F 5p-6p FOX 8 News @ 5p	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	:30	3	\$1,300.00	03	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: 09/20/16	09/26/16	MTWTF--		3			\$1,300.00			0.00			
20	8	09/20/16	09/26/16	M-F 6p-7p FOX 8 News @ 6p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	MTWTF--	:30	4	\$1,100.00	04	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/20/16	09/26/16	MTWTF--		4			\$1,100.00			0.00			
21	8	09/20/16	09/26/16	M-F 6a-7a FOX 8 News In The Morning	CM	6:00 AM-7:00 AM	MTWTF--	:30	4	\$1,300.00	04	0.00	NM	4	\$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: 09/20/16	09/26/16	MTWTF--		4			\$1,300.00			0.00			
22	8	09/20/16	09/26/16	M-F 6a-7a FOX 8 News In The Morning	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	4	\$1,300.00	04	0.00	NM	4	\$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: 09/20/16	09/26/16	MTWTF--		4			\$1,300.00			0.00			
23	8	09/20/16	09/26/16	M-F 6p-7p FOX 8 News @ 6p	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	MTWTF--	:30	3	\$1,100.00	04	0.00	NM	3	\$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: 09/20/16	09/26/16	MTWTF--		3			\$1,100.00			0.00			
24	8	09/20/16	09/26/16	M-F 7p-730p FOX 8 News @ 7p	CM	7:00 PM-7:30 PM	MTWTF--	:30	1	\$1,800.00	03	0.00	NM	1	\$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: 09/20/16	09/26/16	MTWTF--		1			\$1,800.00			0.00			
25	8	09/20/16	09/26/16	M-F 7a-8a FOX 8 News In The Morning	CM	7:00 AM-8:00 AM	MTWTF--	:30	5	\$1,300.00	04	0.00	NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/20/16	09/26/16	MTWTF--		5			\$1,300.00			0.00			
26	8	09/20/16	09/26/16	M-F 730p-8p M-F 730p-8p	CM	7:30 PM-8:00 PM	MTWTF--	:30	1	\$1,600.00	04	0.00	NM	1	\$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: 09/20/16	09/26/16	MTWTF--		1			\$1,600.00			0.00			
27	8	09/20/16	09/26/16	M-F 8a-9a FOX 8 News @ 8a	CM	8:00 AM-9:00 AM	MTWTF--	:30	2	\$700.00	07	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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27	8	09/20/16	09/26/16	M-F 8a-9a FOX 8 News @ 8a	CM	8:00 AM-9:00 AM	MTWTF--	:30	2	\$700.00	07	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTF--			2		\$700.00			0.00			
28	8	09/23/16	09/23/16	Friday Night Touchdown Friday Night Touchdown	CM	11:00 PM-11:30 PM	----1--	:30	1	\$750.00	07	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/19/16	09/25/16	----1--			1		\$750.00			0.00			
29	8	09/24/16	09/24/16	MLB Reg Ssn Gm MLB Reg Ssn Gm	CM	1:00 PM-4:00 PM	-----1-	:30	1	\$400.00	07	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/19/16	09/25/16	-----1-			1		\$400.00			0.00			
30	8	09/24/16	09/24/16	Sa 7a-8a FOX 8 Saturday News @ 7a	CM	7:00 AM-8:00 AM	-----1-	:30	1	\$350.00	07	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/19/16	09/25/16	-----1-			1		\$350.00			0.00			
31	8	09/24/16	09/24/16	Sa 8a-9a FOX 8 News Saturday Morning	CM	8:00 AM-9:00 AM	-----1-	:30	1	\$450.00	07	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/19/16	09/25/16	-----1-			1		\$450.00			0.00			
32	8	09/25/16	09/25/16	NFL Reg Ssn Pre Gm NFL Reg Ssn Pre Gm	CM	12:00 PM-1:00 PM	-----1	:30	1	\$1,600.00	04	0.00	NM	1	\$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:		09/19/16	09/25/16	-----1			1		\$1,600.00			0.00			
33	8	09/25/16	09/25/16	NFL Reg Ssn Late Gm NFL Reg Ssn Late Gm	CM	4:00 PM-7:30 PM	-----1	:30	1	\$6,500.00	04	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/19/16	09/25/16	-----1			1		\$6,500.00			0.00			
34	8	09/25/16	09/25/16	Su 9a-10a FOX 8 News Sunday Morning	CM	9:00 AM-10:00 AM	-----1	:30	1	\$650.00	04	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/19/16	09/25/16	-----1			1		\$650.00			0.00			
35	8	09/20/16	09/26/16	M-Su 1a-2a M-Su 1a-2a	CM	1:00 AM-2:00 AM	MTWTFSS	:30	3	\$100.00	07	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:		09/20/16	09/26/16	MTWTFSS			3		\$100.00			0.00			
36	8	09/20/16	09/26/16	M-Su 10p-11p FOX 8 News @ 10p	CM	10:00 PM-11:00 PM	MTWTFSS	:30	5	\$1,400.00	04	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/20/16	09/26/16	MTWTFSS			5		\$1,400.00			0.00			
38	8	09/21/16	09/21/16	Wednesday Prime Hour 1 Wednesday Prime Hour 1	CM	8:00 PM-9:00 PM	--1----	:30	1	\$2,000.00	07	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:		09/19/16	09/25/16	--1----			1		\$2,000.00			0.00			
39	8	09/22/16	09/22/16	M-F 11p-1130p M-F 11p-1130p	CM	11p-1130p	---T---	:30	1	\$700.00	04	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/19/16	09/25/16	---T---			1		\$700.00			0.00			
40	8	09/26/16	09/26/16	Presidential Debate Presidential Debate	CM	Various	M-----	:30	1	\$15,000.00	07	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/26/16	10/02/16	M-----			1		\$15,000.00			0.00			
Totals													93	\$88,525.00	