

ORDER



WNWO

Orders
Order / Rev: 329593
Alt Order #: 07429118
Product Desc: PILLICH ST TREASURER
Estimate:
Flight Dates: 10/09/14 - 10/13/14
Original Date / Rev: 10/07/14 / 10/07/14
Order Type: GENERAL

Primary AE: HRP HRP-Philadelphia
Sales Office: TELPH
Sales Region: NAT

Agency Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 100 N 20th St Ste 201
 Philadelphia, PA 19103

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

Advertiser Name: Connie Pillich for Ohio Treasurer-Dem
Demographic: A35+
Product Codes: PL Local Candidate
Priority: POL-3
Revenue Codes: AGY, Political, Political Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/13/14	5	\$510.00	\$433.50

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	5	\$510.00	\$433.50	0.00
Totals	5	\$510.00	\$433.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
HRP HRP-Philadelphia	HRPPH	NAT	Start Of Order - End Of Order	100%

Order Share	Share	Total
WNWO	1%	\$510.00
Market	100%	\$51,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
ENWO	0%	\$0.00
TTWB	0%	\$0.00
UNKWN	0%	\$0.00
WGTE	0%	\$0.00
WLMB	0%	\$0.00
WTOL	57%	\$29,070.00
WTVG	39%	\$19,890.00
WUPW	3%	\$1,530.00

Handwritten signature and date: 10/7/14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WNWO	10/09/14	10/10/14	M-F 7a-9a Today Show	CM	7:00 AM-9:00 AM	---TF--	:30	2	\$120.00	POL-	0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/06/14	10/12/14	---TF--		2		\$120.00		0.00					
E 2	WNWO	10/13/14	10/13/14	M-F 7a-9a Today Show	CM	7:00 AM-9:00 AM	1-----	:30	1	\$120.00	POL-	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/13/14	10/19/14	1-----		1		\$120.00		0.00					
E 3	WNWO	10/12/14	10/12/14		CM	11:00 PM-11:30 PM	-----1	:30	1	\$75.00	POL-	0.00	NM	1	\$75.00

Order / Rev: 329593
 Alt Order #: 07429118
 Flight Dates: 10/09/14 - 10/13/14

Advertiser: Connie Pillich for Ohio Treasurer-Dem
 Product Desc: PILLICH ST TREASURER
 Estimate: _____
WNWO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Late News after Football											
				Late News after Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----1		1				\$75.00		0.00			
E 4	WNWO	10/11/14	10/11/14	Sa-Su 11p Late News	CM	11:00 PM-11:30 PM	-----1-	:30	1	\$75.00	POL-	0.00	NM	1	\$75.00
				Sa-Su 11p-1130p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/06/14	10/12/14	-----1-		1				\$75.00		0.00			
													Totals	5	\$510.00

Laura Stewart 10/7/14

REP HEADLINE# 7429118
 *** ORIGINAL REV#0 ***
 REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT6/14 15.30
 *** WNWO-TV ***

ADV # _____ ADV. NAME POLI/C PILLICH/D/TRE/OH REP. # _____ OFF. # 75 SALESMAN # _____
 AGY # _____ AGY. NAME SHORR JOHNSON MAGNUS BUYER NAME MICHAEL D'ETTORRE

100 N. 20TH STREET SUITE 201 SALES PRSN PH- KRISTEN WASKIE
 PHILADELPHIA, PA 19103

ORDER # 329593 CONTRACT # 7429118 CLASS: NATL. LOCAL REGIONAL

PRDCT PILLICH ST TREASURER EST# _____ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/14 OCT13/14 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT6/14 15.30

REP: NEW PILLICH FOR ST TREASURER ORDER
 TOTAL \$510
 PLEASE CONFIRM THANKS
 JAMIE

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CONNIE PILLICH FOR STATE TREASURER

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-900A	30	<i>P3</i>	\$120.00	10/9	10/10	2		TH-F	2
PROGRAM : TODAY SHOW												
2			700A-900A	30	<i>P3</i>	\$120.00	10/13	10/13	1		MON	1
PROGRAM : TODAY SHOW												
3			1100P-1130P	30	<i>P3</i>	\$75.00	10/12	10/12	1		SUN	1
PROGRAM : NEWS												
4			1100P-1130P	30	<i>P3</i>	\$75.00	10/11	10/11	1		SAT	1
PROGRAM : NEWS												

REP HEADLINE# 7429118
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT6/14 15.30
*** WNWO-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
OCT/14						\$510.00						
CONTRACT TOTAL \$510.00												
TOTAL SPOTS 5												

COMPETITIVE INFORMATION NOT YET AVAILLABLE.

SVC- NSI
DEMOS- RA35+*

REP HEADLINE# 7429118
 *** UNAPPROVED REV #1 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT6/14 21.44
 CHANGES *** WNWO-TV ***

ADV # _____ ADV. NAME POLI/C PILLICH/D/TRE/OH REP.# _____ OFF.# 75 SALESMAN # _____
 AGY # _____ AGY. NAME SHORR JOHNSON MAGNUS BUYER NAME MICHAEL D'ETTORRE

100 N. 20TH STREET SUITE 201 SALES PRSN PH- KRISTEN WASKIE
 PHILADELPHIA, PA 19103

ORDER # _____ CONTRACT # 7429118 CLASS: NATL. LOCAL REGIONAL
 PRDCT PILLICH ST TREASURER EST# _____ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/14 OCT13/14 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT6/14 21.44

REP: SHARES ADDED
 NEW PILLICH FOR ST TREASURER ORDER
 TOTAL \$510
 PLEASE CONFIRM THANKS
 JAMIE

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CONNIE PILLICH FOR STATE TREASURER

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

NO BUYS TO PRINT
 OCT/14 \$510.00
 CONTRACT TOTAL \$510.00
 TOTAL SPOTS 5

MARKET TOTALS \$51,000 WNWO 1% WUPW 3% WTVG 39% WTOL 57% CABL 0% WTOS 0% ENWO 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WNWO-TV	Date: 9/24/14
--	---

I, Sherr Johnson Magnus,
 being/on behalf of: Cornie Pillich,
 a legally qualified candidate of the Democratic
 political party for the office of: Treasurer
 in the General Election
 election to be held on: November 4, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	- See Attached -	11/7-10/13			

Attach proposed schedule with charges (if available): \$ 433.50 Net

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Connie Pillich

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Dan Ticotsky

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/24/19

Date

[Signature]

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title