

Spot Manager: Placed, 02/08/16-03/20/16



| Order | Spot # | Length | Time Period | Rate | Date | Air Time | Spots/ | Inv. Code (Booke | Priorit | Net Rate | External Rate | House # | Ad-ID | Station |
|--|--------|--------|-----------------|----------|----------|-------------|--------------------|------------------|----------|----------|---------------|-----------|-------|---------|
| Advertiser: POL/M Kirk Sen IL (R) | | | | | | | | | | | | | | |
| Line: 1 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | (10:00:00 PM-10 | \$600.00 | 02/26/16 | 10:27:01 PM | 1 LN M-F | P3 | \$510.00 | \$600.00 | WQCM4732 | MK16TV01H | KWQC | |
| | 1 | | | \$600.00 | | | | | \$510.00 | \$600.00 | | | | |
| Line: 2 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | (10:35:00 PM-11 | \$200.00 | 02/26/16 | 11:34:16 PM | 1 Tonight Show | P3 | \$170.00 | \$200.00 | WQCM4732 | MK16TV01H | KWQC | |
| | 1 | | | \$200.00 | | | | | \$170.00 | \$200.00 | | | | |
| Line: 3 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 12p-1p | \$100.00 | 02/26/16 | 12:38:05 PM | 1 M-F Noon Edition | P3 | \$85.00 | \$100.00 | WQCM4732 | MK16TV01H | KWQC | |
| | 1 | | | \$100.00 | | | | | \$85.00 | \$100.00 | | | | |
| Line: 4 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 6p-630p | \$525.00 | 02/26/16 | 6:08:38 PM | 1 M-F 6pm News | P3 | \$446.25 | \$525.00 | WQCM4732 | MK16TV01H | KWQC | |
| | 1 | | | \$525.00 | | | | | \$446.25 | \$525.00 | | | | |
| Line: 5 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 6a-7a | \$250.00 | 02/26/16 | 6:18:18 AM | 1 M-F 6am News | P3 | \$212.50 | \$250.00 | WQCM4732 | MK16TV01H | KWQC | |
| | 1 | | | \$250.00 | | | | | \$212.50 | \$250.00 | | | | |
| Line: 6 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 7a-9a | \$300.00 | 02/26/16 | 7:28:25 AM | 1 Today Show M-F | P3 | \$255.00 | \$300.00 | WQCM4732 | MK16TV01H | KWQC | |
| | 1 | | | \$300.00 | | | | | \$255.00 | \$300.00 | | | | |
| Line: 7 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 12p-1p | \$100.00 | 02/29/16 | 12:16:01 PM | 1 M-F Noon Edition | P3 | \$85.00 | \$100.00 | WQCM4732 | MK16TV01H | KWQC | |
| | 1 | | | \$100.00 | | | | | \$85.00 | \$100.00 | | | | |
| Line: 8 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 4p-430p | \$125.00 | 02/29/16 | 4:27:38 PM | 1 M-F 4pm News | P3 | \$106.25 | \$125.00 | WQCM4732 | MK16TV01H | KWQC | |
| | 1 | | | \$125.00 | | | | | \$106.25 | \$125.00 | | | | |
| Line: 9 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 630p-7p | \$490.00 | 02/29/16 | 6:36:22 PM | 1 M-F 630p-7p | P3 | \$416.50 | \$490.00 | WQCM4732 | MK16TV01H | KWQC | |
| | 1 | | | \$490.00 | | | | | \$416.50 | \$490.00 | | | | |
| Line: 10 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 7a-9a | \$300.00 | 02/29/16 | 8:39:04 AM | 1 Today Show M-F | P3 | \$255.00 | \$300.00 | WQCM4732 | MK16TV01H | KWQC | |
| | 1 | | | \$300.00 | | | | | \$255.00 | \$300.00 | | | | |
| Line: 11 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M 7p-9p | \$800.00 | 02/29/16 | 7:45:19 PM | 1 Mon Prime Other | P3 | \$680.00 | \$800.00 | WQCM4732 | MK16TV01H | KWQC | |
| | 1 | | | \$800.00 | | | | | \$680.00 | \$800.00 | | | | |
| Line: 12 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | Sa 5p-530p | \$150.00 | 02/27/16 | 5:12:33 PM | 1 Sa 5pm News | P3 | \$127.50 | \$150.00 | WQCM4732 | MK16TV01H | KWQC | |
| | 1 | | | \$150.00 | | | | | \$127.50 | \$150.00 | | | | |
| Line: 13 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | Sa 6p-630p | \$175.00 | 02/27/16 | 6:11:24 PM | 1 Sa 6pm News | P3 | \$148.75 | \$175.00 | WQCM4732 | MK16TV01H | KWQC | |
| | 1 | | | \$175.00 | | | | | \$148.75 | \$175.00 | | | | |
| Line: 14 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | Sa 6a-7a | \$60.00 | 02/27/16 | 6:45:52 AM | 1 Sa 6a News | P3 | \$51.00 | \$60.00 | WQCM4732 | MK16TV01H | KWQC | |

[Sorted by: Advertiser]

Spot Manager: Placed, 02/08/16-03/20/16

| Order | Spot # | Length | Time Period | Rate | Date | Air Time | Spots/Inv. Code (Book) | Priorit | Net Rate | External Rate | House # | Ad-ID | Station |
|--|--------|--------|-------------------|----------|----------|-------------|------------------------|---------|----------|---------------|----------|-----------|---------|
| Advertiser: POL/M Kirk Sen IL (R) | | | | | | | | | | | | | |
| Line: 14 | | | | | | | | | | | | | |
| | 1 | | | \$60.00 | | | | | \$51.00 | \$60.00 | | | |
| Line: 15 | | | | | | | | | | | | | |
| 806329 | 2 | :30 | Sa 630p-7p | \$300.00 | 02/27/16 | 6:35:23 PM | 2 Sa 630p-7p | P3 | \$255.00 | \$300.00 | WQCM4732 | MK16TV01H | KWQC |
| 806329 | 1 | :30 | Sa 630p-7p | \$300.00 | 02/27/16 | 6:58:55 PM | 2 Sa 630p-7p | P3 | \$255.00 | \$300.00 | WQCM4732 | MK16TV01H | KWQC |
| | 2 | | | \$600.00 | | | | | \$510.00 | \$600.00 | | | |
| Line: 16 | | | | | | | | | | | | | |
| 806329 | 1 | :30 | (7:00:00 AM-9:00 | \$100.00 | 02/27/16 | 7:24:17 AM | 1 Today Show Sa | P3 | \$85.00 | \$100.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$100.00 | | | | | \$85.00 | \$100.00 | | | |
| Line: 17 | | | | | | | | | | | | | |
| 806329 | 1 | :30 | Su 5p-530p | \$300.00 | 02/28/16 | 5:20:01 PM | 1 Su 5pm News | P3 | \$255.00 | \$300.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$300.00 | | | | | \$255.00 | \$300.00 | | | |
| Line: 18 | | | | | | | | | | | | | |
| 806329 | 1 | :30 | (6:00:00 PM-7:30 | \$250.00 | 02/28/16 | 7:11:41 PM | 1 Sun Prime Other 1P | P3 | \$212.50 | \$250.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$250.00 | | | | | \$212.50 | \$250.00 | | | |
| Line: 19 | | | | | | | | | | | | | |
| 806329 | 1 | :30 | (7:00:00 AM-8:00 | \$85.00 | 02/28/16 | 7:27:15 AM | 2 Today Show Su | P3 | \$72.25 | \$85.00 | WQCM4732 | MK16TV01H | KWQC |
| 806329 | 2 | :30 | (7:00:00 AM-8:00 | \$85.00 | 02/28/16 | 7:54:50 AM | 2 Today Show Su | P3 | \$72.25 | \$85.00 | WQCM4732 | MK16TV01H | KWQC |
| | 2 | | | \$170.00 | | | | | \$144.50 | \$170.00 | | | |
| Line: 20 | | | | | | | | | | | | | |
| 806329 | 1 | :30 | (8:00:00 AM-9:00 | \$90.00 | 02/28/16 | 8:52:32 AM | 1 Su 8a News | P3 | \$76.50 | \$90.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$90.00 | | | | | \$76.50 | \$90.00 | | | |
| Line: 21 | | | | | | | | | | | | | |
| 806329 | 1 | :30 | (9:00:00 AM-10:00 | \$250.00 | 02/28/16 | 9:59:26 AM | 1 Meet the Press | P3 | \$212.50 | \$250.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$250.00 | | | | | \$212.50 | \$250.00 | | | |
| Line: 22 | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 10p-1035p | \$600.00 | 02/25/16 | 10:32:05 PM | 1 LN M-F | P3 | \$510.00 | \$600.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$600.00 | | | | | \$510.00 | \$600.00 | | | |
| Line: 23 | | | | | | | | | | | | | |
| 806329 | 1 | :30 | (10:35:00 PM-11 | \$200.00 | 02/25/16 | 11:00:52 PM | 1 Tonight Show | P3 | \$170.00 | \$200.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$200.00 | | | | | \$170.00 | \$200.00 | | | |
| Line: 24 | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 430p-5p | \$125.00 | 02/25/16 | 4:35:09 PM | 1 M-F 430p-5p | P3 | \$106.25 | \$125.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$125.00 | | | | | \$106.25 | \$125.00 | | | |
| Line: 25 | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 6p-630p | \$525.00 | 02/25/16 | 6:20:58 PM | 1 M-F 6pm News | P3 | \$446.25 | \$525.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$525.00 | | | | | \$446.25 | \$525.00 | | | |
| Line: 26 | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 6a-7a | \$250.00 | 02/25/16 | 6:26:57 AM | 1 M-F 6am News | P3 | \$212.50 | \$250.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$250.00 | | | | | \$212.50 | \$250.00 | | | |
| Line: 27 | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 630p-7p | \$490.00 | 02/25/16 | 6:43:34 PM | 1 M-F 630p-7p | P3 | \$416.50 | \$490.00 | WQCM4732 | MK16TV01H | KWQC |

[Sorted by: Advertiser]

Spot Manager: Placed, 02/08/16-03/20/16



| Order | Spot # | Length | Time Period | Rate | Date | Air Time | Spots/ | Inv. Code (Booke | Priorit | Net Rate | External Rate | House # | Ad-ID | Station |
|--|--------|--------|-----------------|----------|----------|-------------|--------|------------------|---------|----------|---------------|----------|-----------|---------|
| Advertiser: POL/M Kirk Sen IL (R) | | | | | | | | | | | | | | |
| Line: 27 | | | | | | | | | | | | | | |
| | 1 | | | \$490.00 | | | | | | \$416.50 | \$490.00 | | | |
| Line: 28 | | | | | | | | | | | | | | |
| 806329 | 2 | :30 | Th 8p-9p | \$380.00 | 02/25/16 | 8:21:29 PM | 2 | Thur Hour 2 | P3 | \$323.00 | \$380.00 | WQCM4732 | MK16TV01H | KWQC |
| 806329 | 1 | :30 | Th 8p-9p | \$380.00 | 02/25/16 | 8:42:02 PM | 2 | Thur Hour 2 | P3 | \$323.00 | \$380.00 | WQCM4732 | MK16TV01H | KWQC |
| | 2 | | | \$760.00 | | | | | | \$646.00 | \$760.00 | | | |
| Line: 29 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | (10:35:00 PM-11 | \$225.00 | 03/01/16 | 11:13:36 PM | 1 | Tonight Show | P3 | \$191.25 | \$225.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$225.00 | | | | | | \$191.25 | \$225.00 | | | |
| Line: 30 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 12p-1p | \$100.00 | 03/01/16 | 12:50:19 PM | 1 | M-F Noon Edition | P3 | \$85.00 | \$100.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$100.00 | | | | | | \$85.00 | \$100.00 | | | |
| Line: 31 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 4p-430p | \$125.00 | 03/01/16 | 4:27:48 PM | 1 | M-F 4pm News | P3 | \$106.25 | \$125.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$125.00 | | | | | | \$106.25 | \$125.00 | | | |
| Line: 32 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 6p-630p | \$525.00 | 03/01/16 | 6:29:30 PM | 1 | M-F 6pm News | P3 | \$446.25 | \$525.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$525.00 | | | | | | \$446.25 | \$525.00 | | | |
| Line: 33 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | Tu 7p-9p | \$500.00 | 03/01/16 | 6:58:54 PM | 1 | Tue Prime Other | 1P3 | \$425.00 | \$500.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$500.00 | | | | | | \$425.00 | \$500.00 | | | |
| Line: 34 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 7a-9a | \$300.00 | 03/01/16 | 8:47:29 AM | 1 | Today Show M-F | P3 | \$255.00 | \$300.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$300.00 | | | | | | \$255.00 | \$300.00 | | | |
| Line: 37 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 10p-1035p | \$600.00 | 02/24/16 | 10:25:01 PM | 1 | LN M-F | P3 | \$510.00 | \$600.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$600.00 | | | | | | \$510.00 | \$600.00 | | | |
| Line: 38 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | (10:35:00 PM-11 | \$200.00 | 02/24/16 | 11:34:43 PM | 1 | Tonight Show | P3 | \$170.00 | \$200.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$200.00 | | | | | | \$170.00 | \$200.00 | | | |
| Line: 39 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 430p-5p | \$125.00 | 02/24/16 | 4:43:51 PM | 1 | M-F 430p-5p | P3 | \$106.25 | \$125.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$125.00 | | | | | | \$106.25 | \$125.00 | | | |
| Line: 40 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 6p-630p | \$525.00 | 02/24/16 | 6:21:34 PM | 1 | M-F 6pm News | P3 | \$446.25 | \$525.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$525.00 | | | | | | \$446.25 | \$525.00 | | | |
| Line: 41 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 6a-7a | \$250.00 | 02/24/16 | 6:56:31 AM | 1 | M-F 6am News | P3 | \$212.50 | \$250.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$250.00 | | | | | | \$212.50 | \$250.00 | | | |
| Line: 42 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 630p-7p | \$490.00 | 02/24/16 | 6:47:16 PM | 1 | M-F 630p-7p | P3 | \$416.50 | \$490.00 | WQCM4732 | MK16TV01H | KWQC |

[Sorted by: Advertiser]

Spot Manager: Placed, 02/08/16-03/20/16



| Order | Spot # | Length | Time Period | Rate | Date | Air Time | Spots/ | Inv. Code (Booke | Priorit | Net Rate | External Rate | House # | Ad-ID | Station |
|--|--------|--------|-------------|-------------|----------|-------------|-------------------|------------------|---------|-------------|---------------|----------|-----------|---------|
| Advertiser: POL/M Kirk Sen IL (R) | | | | | | | | | | | | | | |
| Line: 42 | | | | | | | | | | | | | | |
| | 1 | | | \$490.00 | | | | | | \$416.50 | \$490.00 | | | |
| Line: 43 | | | | | | | | | | | | | | |
| 806329 | 2 | :30 | M 9p-10p | \$500.00 | 02/29/16 | 9:46:24 PM | 1 Mon Hour 3 | P3 | | \$425.00 | \$500.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$500.00 | | | | | | \$425.00 | \$500.00 | | | |
| Line: 44 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | W 9p-10p | \$600.00 | 02/24/16 | 9:29:39 PM | 1 Wed Hour 3 | P3 | | \$510.00 | \$600.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$600.00 | | | | | | \$510.00 | \$600.00 | | | |
| Line: 45 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M-F 11a-12p | \$50.00 | 02/26/16 | 11:30:19 AM | 1 M-F 11a-12p | P3 | | \$42.50 | \$50.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$50.00 | | | | | | \$42.50 | \$50.00 | | | |
| Line: 46 | | | | | | | | | | | | | | |
| 806329 | 1 | :30 | M 7p-9p | \$800.00 | 02/29/16 | 6:59:25 PM | 1 Mon Prime Other | P3 | | \$680.00 | \$800.00 | WQCM4732 | MK16TV01H | KWQC |
| | 1 | | | \$800.00 | | | | | | \$680.00 | \$800.00 | | | |
| | 47 | | | \$14,800.00 | | | | | | \$12,580.00 | \$14,800.00 | | | |
| | 47 | | | \$14,800.00 | | | | | | \$12,580.00 | \$14,800.00 | | | |

[Sorted by: Advertiser]