

# ORDER



**Orders**  
**Order / Rev:** 1643914  
**Alt Order #:** 09194725  
**Product Desc:** BROWN FOR SENATE  
**Estimate:** 242  
**Flight Dates:** 10/02/18 - 10/08/18  
**Original Date / Rev:** 08/16/18 / 08/16/18  
**Order Type:** RFP

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Shorr, Johnson, Magnus / POL  
**Buying Contact:**  
**Billing Contact:**  
 100 N. 20th St. Suite 201  
 Philadelphia, PA 19103

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

**Advertiser Name:** POL/ Sherrod Brown / D / US SEN / O  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P04  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 76230  
**Agency External ID:** 8543AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/08/18	60	\$62,900.00	\$53,465.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	60	\$62,900.00	\$53,465.00	0.00
<b>Totals</b>	<b>60</b>	<b>\$62,900.00</b>	<b>\$53,465.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WKYC	34%	\$62,900.00
Market	100%	\$185,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	10%	\$18,500.00
WJW	36%	\$66,600.00
WOIO	20%	\$37,000.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	10/08/18	10/08/18	Today Show Today Show	CM	7-9a	M-----	:30	1	\$800.00	P04	0.00	NM	1	\$800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/08/18	10/14/18	M-----			1	\$800.00	0.00						
N 2	WKYC	10/02/18	10/02/18	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$800.00	P04	0.00	NM	1	\$800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/01/18	10/07/18	-T-----			1	\$800.00	0.00						

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 Flight Dates: 10/02/18 - 10/08/18

Advertiser: POL/ Sherrod Brown / D / US SEN / OH  
 Product Desc: BROWN FOR SENATE  
 Estimate: 242  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKYC	10/03/18	10/03/18	Today Show Today Show	CM	7-9a	--W----	:30	1	\$800.00	P04	0.00	NM	1	\$800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	--W----			1		\$800.00		0.00				
N 4	WKYC	10/04/18	10/04/18	Today Show Today Show	CM	7-9a	---T---	:30	1	\$800.00	P04	0.00	NM	1	\$800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	---T---			1		\$800.00		0.00				
N 5	WKYC	10/05/18	10/05/18	Today Show Today Show	CM	7-9a	----F--	:30	1	\$800.00	P04	0.00	NM	1	\$800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	----F--			1		\$800.00		0.00				
N 6	WKYC	10/08/18	10/08/18	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	M-----	:30	1	\$800.00	P04	0.00	NM	1	\$800.00
CH 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/18	10/14/18	M-----			1		\$800.00		0.00				
N 7	WKYC	10/02/18	10/02/18	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	-T-----	:30	1	\$800.00	P04	0.00	NM	1	\$800.00
CH 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	-T-----			1		\$800.00		0.00				
N 8	WKYC	10/03/18	10/03/18	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	--W----	:30	1	\$800.00	P04	0.00	NM	1	\$800.00
CH 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	--W----			1		\$800.00		0.00				
N 9	WKYC	10/04/18	10/04/18	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	---T---	:30	1	\$800.00	P04	0.00	NM	1	\$800.00
CH 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	---T---			1		\$800.00		0.00				
N 10	WKYC	10/05/18	10/05/18	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	----F--	:30	1	\$800.00	P04	0.00	NM	1	\$800.00
CH 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	----F--			1		\$800.00		0.00				
N 11	WKYC	10/08/18	10/08/18	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	M-----	:30	1	\$350.00	P04	0.00	NM	1	\$350.00
CH 3 NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/18	10/14/18	M-----			1		\$350.00		0.00				
N 12	WKYC	10/02/18	10/02/18	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	-T-----	:30	1	\$350.00	P04	0.00	NM	1	\$350.00
CH 3 NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	-T-----			1		\$350.00		0.00				
N 13	WKYC	10/03/18	10/03/18	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	--W----	:30	1	\$350.00	P04	0.00	NM	1	\$350.00
CH 3 NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	--W----			1		\$350.00		0.00				
N 14	WKYC	10/04/18	10/04/18	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	---T---	:30	1	\$350.00	P04	0.00	NM	1	\$350.00
CH 3 NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	---T---			1		\$350.00		0.00				
N 15	WKYC	10/05/18	10/05/18		CM	5-6a	----F--	:30	1	\$350.00	P04	0.00	NM	1	\$350.00

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**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 5a M-F											
				Local News @ 5a M-F											
CH 3 NEWS AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	----F--			1		\$350.00		0.00				
N16	WKYC	10/08/18	10/08/18	Dr. Phil 5-6p	CM	5p-6p	M-----	:30	1	\$700.00	P04	0.00	NM	1	\$700.00
				Dr. Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/18	10/14/18	M-----			1		\$700.00		0.00				
N17	WKYC	10/02/18	10/02/18	Dr. Phil 5-6p	CM	5p-6p	-T-----	:30	1	\$700.00	P04	0.00	NM	1	\$700.00
				Dr. Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	-T-----			1		\$700.00		0.00				
N18	WKYC	10/03/18	10/03/18	Dr. Phil 5-6p	CM	5p-6p	--W----	:30	1	\$700.00	P04	0.00	NM	1	\$700.00
				Dr. Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	--W----			1		\$700.00		0.00				
N19	WKYC	10/04/18	10/04/18	Dr. Phil 5-6p	CM	5p-6p	---T---	:30	1	\$700.00	P04	0.00	NM	1	\$700.00
				Dr. Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	---T---			1		\$700.00		0.00				
N20	WKYC	10/05/18	10/05/18	Dr. Phil 5-6p	CM	5p-6p	----F--	:30	1	\$700.00	P04	0.00	NM	1	\$700.00
				Dr. Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	----F--			1		\$700.00		0.00				
N21	WKYC	10/08/18	10/08/18	Ellen 4-5p	CM	4p-5p	M-----	:30	1	\$500.00	P04	0.00	NM	1	\$500.00
				Ellen Degeneres											
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/18	10/14/18	M-----			1		\$500.00		0.00				
N22	WKYC	10/02/18	10/02/18	Ellen 4-5p	CM	4p-5p	-T-----	:30	1	\$500.00	P04	0.00	NM	1	\$500.00
				Ellen Degeneres											
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	-T-----			1		\$500.00		0.00				
N23	WKYC	10/03/18	10/03/18	Ellen 4-5p	CM	4p-5p	--W----	:30	1	\$500.00	P04	0.00	NM	1	\$500.00
				Ellen Degeneres											
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	--W----			1		\$500.00		0.00				
N24	WKYC	10/04/18	10/04/18	Ellen 4-5p	CM	4p-5p	---T---	:30	1	\$500.00	P04	0.00	NM	1	\$500.00
				Ellen Degeneres											
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	---T---			1		\$500.00		0.00				
N25	WKYC	10/05/18	10/05/18	Ellen 4-5p	CM	4p-5p	----F--	:30	1	\$500.00	P04	0.00	NM	1	\$500.00
				Ellen Degeneres											
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	----F--			1		\$500.00		0.00				
N26	WKYC	10/06/18	10/06/18	Local News @ 6p Sa	CM	6-630p	-----S-	:30	1	\$500.00	P04	0.00	NM	1	\$500.00
				Local News @ 6p Sa											
6PM WEEKEND NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/18	10/07/18	-----S-			1		\$500.00		0.00				
N27	WKYC	10/07/18	10/07/18		CM	6-630p	-----S	:30	1	\$500.00	P04	0.00	NM	1	\$500.00

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Advertiser: POL/ Sherrod Brown / D / US SEN / OH  
 Product Desc: BROWN FOR SENATE  
 Estimate: 242  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 6p Su											
				Local News @ 6p Su											
				6PM WEEKEND NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S		1				\$500.00		0.00			
N28	WKYC	10/08/18	10/08/18	Local News @ 6p M-F	CM	6p-630p	M-----	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				Channel 3 News at 6p											
				CH 3 NEWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/18	10/14/18	M-----		1				\$1,500.00		0.00			
N29	WKYC	10/02/18	10/02/18	Local News @ 6p M-F	CM	6p-630p	-T-----	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				Channel 3 News at 6p											
				CH 3 NEWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-T-----		1				\$1,500.00		0.00			
N30	WKYC	10/03/18	10/03/18	Local News @ 6p M-F	CM	6p-630p	--W----	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				Channel 3 News at 6p											
				CH 3 NEWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	--W----		1				\$1,500.00		0.00			
N31	WKYC	10/04/18	10/04/18	Local News @ 6p M-F	CM	6p-630p	---T---	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				Channel 3 News at 6p											
				CH 3 NEWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	---T---		1				\$1,500.00		0.00			
N32	WKYC	10/05/18	10/05/18	Local News @ 6p M-F	CM	6p-630p	----F--	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				Channel 3 News at 6p											
				CH 3 NEWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	----F--		1				\$1,500.00		0.00			
N33	WKYC	10/08/18	10/08/18	ET 730-8p	CM	730-8p	M-----	:30	1	\$1,000.00	P04	0.00	NM	1	\$1,000.00
				Entertainment Tonight											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/18	10/14/18	M-----		1				\$1,000.00		0.00			
N34	WKYC	10/02/18	10/02/18	ET 730-8p	CM	730-8p	-T-----	:30	1	\$1,000.00	P04	0.00	NM	1	\$1,000.00
				Entertainment Tonight											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-T-----		1				\$1,000.00		0.00			
N35	WKYC	10/03/18	10/03/18	ET 730-8p	CM	730-8p	--W----	:30	1	\$1,000.00	P04	0.00	NM	1	\$1,000.00
				Entertainment Tonight											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	--W----		1				\$1,000.00		0.00			
N36	WKYC	10/04/18	10/04/18	ET 730-8p	CM	730-8p	---T---	:30	1	\$1,000.00	P04	0.00	NM	1	\$1,000.00
				Entertainment Tonight											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	---T---		1				\$1,000.00		0.00			
N37	WKYC	10/05/18	10/05/18	ET 730-8p	CM	730-8p	----F--	:30	1	\$1,000.00	P04	0.00	NM	1	\$1,000.00
				Entertainment Tonight											
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	----F--		1				\$1,000.00		0.00			
N38	WKYC	10/03/18	10/03/18	Wed Prime C	CM	10-11p	--W----	:30	1	\$4,000.00	P04	0.00	NM	1	\$4,000.00
				Chicago PD											
				CHICAGO PD-FALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	--W----		1				\$4,000.00		0.00			
N39	WKYC	10/08/18	10/08/18		CM	8-10p	M-----	:30	1	\$5,000.00	P04	0.00	NM	1	\$5,000.00

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 Product Desc: BROWN FOR SENATE  
 Estimate: 242  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Mon Prime Other Voice		(8:00 PM-10:00 PM)									
				THE VOICE-FALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/18	10/14/18	M-----		1				\$5,000.00		0.00			
N40	WKYC	10/02/18	10/02/18	Tue Prime A Voice	CM	8-9p (8:00 PM-9:00 PM)	-T-----	:30	1	\$5,000.00	P04	0.00	NM	1	\$5,000.00
				THE VOICE-FALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-T-----		1				\$5,000.00		0.00			
N41	WKYC	10/08/18	10/08/18	Local News @ 11p M-F Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				CH 3 NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/18	10/14/18	M-----		1				\$1,500.00		0.00			
N42	WKYC	10/02/18	10/02/18	Local News @ 11p M-F Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				CH 3 NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-T-----		1				\$1,500.00		0.00			
N43	WKYC	10/03/18	10/03/18	Local News @ 11p M-F Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				CH 3 NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	--W----		1				\$1,500.00		0.00			
N44	WKYC	10/04/18	10/04/18	Local News @ 11p M-F Channel 3 News at 11p M-F	CM	11-1135p	---T---	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				CH 3 NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	---T---		1				\$1,500.00		0.00			
N45	WKYC	10/05/18	10/05/18	Local News @ 11p M-F Channel 3 News at 11p M-F	CM	11-1135p	----F--	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				CH 3 NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	----F--		1				\$1,500.00		0.00			
N46	WKYC	10/06/18	10/06/18	Local News @ 11p Sa LN SAT	CM	11-1130p	-----S-	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				CH 3 NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S-		1				\$1,500.00		0.00			
N47	WKYC	10/07/18	10/07/18	Local News @ 11p M-Su Local News @ 11p M-Su DB	CM	Various	-----S	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				CH 3 NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S		1				\$1,500.00		0.00			
N48	WKYC	10/08/18	10/08/18	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$600.00	P04	0.00	NM	1	\$600.00
				TONIGHT SHOW W/FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/18	10/14/18	M-----		1				\$600.00		0.00			
N49	WKYC	10/02/18	10/02/18	Tonight Show Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$600.00	P04	0.00	NM	1	\$600.00
				TONIGHT SHOW W/FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-T-----		1				\$600.00		0.00			
N50	WKYC	10/03/18	10/03/18	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$600.00	P04	0.00	NM	1	\$600.00
				TONIGHT SHOW W/FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	--W----		1				\$600.00		0.00			
N51	WKYC	10/04/18	10/04/18		CM	1135p-1237a	---T---	:30	1	\$600.00	P04	0.00	NM	1	\$600.00

Order / Rev: 1643914  
 Alt Order #: 09194725  
 Flight Dates: 10/02/18 - 10/08/18

Advertiser: POL/ Sherrod Brown / D / US SEN / OH  
 Product Desc: BROWN FOR SENATE  
 Estimate: 242  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tonight Show											
				Tonight Show											
				TONIGHT SHOW W/FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	---T---		1				\$600.00		0.00			
N52	WKYC	10/05/18	10/05/18	Tonight Show	CM	1135p-1237a	----F--	:30	1	\$600.00	P04	0.00	NM	1	\$600.00
				Tonight Show											
				TONIGHT SHOW W/FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	----F--		1				\$600.00		0.00			
N53	WKYC	10/06/18	10/06/18	Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$1,800.00	P04	0.00	NM	1	\$1,800.00
				Saturday Night Live											
				SATURDAY NIGHT LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S-		1				\$1,800.00		0.00			
N54	WKYC	10/07/18	10/07/18	Meet the Press	CM	10-11a	-----S	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				Meet the Press											
				MEET THE PRESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S		1				\$1,500.00		0.00			
N55	WKYC	10/07/18	10/07/18	Today Show Su	CM	8a-9a	-----S	:30	1	\$700.00	P04	0.00	NM	1	\$700.00
				NBC Today Show (Su)											
				SUNDAY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S		1				\$700.00		0.00			
N56	WKYC	10/06/18	10/06/18	Today Show Sa	CM	7a-9a	-----S-	:30	1	\$700.00	P04	0.00	NM	1	\$700.00
				NBC Today Show (Sa)											
				SATURDAY TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S-		1				\$700.00		0.00			
N57	WKYC	10/07/18	10/07/18	Local News @ 9a Su	CM	9-10a	-----S	:30	1	\$400.00	P04	0.00	NM	1	\$400.00
				Local News @ 9a Su											
				CH 3 WEEKEND 9AM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S		1				\$400.00		0.00			
N58	WKYC	10/07/18	10/07/18	Local News @ 7a Su	CM	7-8a	-----S	:30	1	\$400.00	P04	0.00	NM	1	\$400.00
				Local News @ 7a Su											
				CH 3 NEWS SUN MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S		1				\$400.00		0.00			
N59	WKYC	10/06/18	10/06/18	Local News @ 8/9a Sa	CM	8-9a/9-10a	-----S-	:30	1	\$400.00	P04	0.00	NM	1	\$400.00
				Local News @ 8/9a Sa											
				CHANNEL 3 NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S-		1				\$400.00		0.00			
N60	WKYC	10/06/18	10/06/18	Local News @ 6a Sa	CM	6-7a	-----S-	:30	1	\$250.00	P04	0.00	NM	1	\$250.00
				Local News @ 6a Sa											
				CH 3 NEWS SAT MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	-----S-		1				\$250.00		0.00			
													Totals	60	\$62,900.00