

ORDER



Orders
Order / Rev: 1642365
Alt Order #: 09192781
Product Desc: BROWN FOR SENATE
Estimate: 243
Flight Dates: 09/25/18 - 10/01/18
Original Date / Rev: 08/13/18 / 08/13/18
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 / OH
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 |
|------------|----------|---------|--------------|-------------|
| 08/27/18 | 09/30/18 | 53 | \$64,300.00 | \$54,655.00 |
| 10/01/18 | 10/01/18 | 10 | \$13,400.00 | \$11,390.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2018 | 53 | \$64,300.00 | \$54,655.00 | 0.00 |
| October 2018 | 10 | \$13,400.00 | \$11,390.00 | 0.00 |
| Totals | 63 | \$77,700.00 | \$66,045.00 | 0.00 |

Account Executives

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

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------|------|-------------------|-----------------|--|-------------------|----------------|-------------|-----|---------------|----------|-----|------|------|-------|------------|
| N 1 | WKYC | 10/01/18 | 10/01/18 | Today Show Today Show | CM | 7-9a | M----- | :30 | 2 | \$800.00 | P04 | 0.00 | NM | 2 | \$1,600.00 |
| 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 | M----- | 2 | | \$800.00 | | 0.00 | | | | | | |
| N 2 | WKYC | 09/28/18 | 09/28/18 | Local News @ 6a M-F Local News @ 6a M-F | CM | 6-7a | ----F-- | :30 | 2 | \$800.00 | P04 | 0.00 | NM | 2 | \$1,600.00 |
| 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: | | 09/24/18 | 09/30/18 | ----F-- | 2 | | \$800.00 | | 0.00 | | | | | | |
| N 3 | WKYC | 10/01/18 | 10/01/18 | Dr. Phil 5-6p Dr. Phil | CM | 5p-6p | M----- | :30 | 1 | \$700.00 | P04 | 0.00 | NM | 1 | \$700.00 |
| 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 | M----- | 1 | | \$700.00 | | 0.00 | | | | | | |
| N 4 | WKYC | 09/25/18 | 09/25/18 | Dr. Phil 5-6p Dr. Phil | CM | 5p-6p | -T----- | :30 | 1 | \$700.00 | P04 | 0.00 | NM | 1 | \$700.00 |
| DR. PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/18 | 09/30/18 | -T----- | 1 | | \$700.00 | | 0.00 | | | | | | |
| N 5 | WKYC | 09/26/18 | 09/26/18 | | CM | 5p-6p | --W---- | :30 | 1 | \$700.00 | P04 | 0.00 | NM | 1 | \$700.00 |

Order / Rev: 1642365
 Alt Order #: 09192781
 Flight Dates: 09/25/18 - 10/01/18

Advertiser: POL/ Sherrod Brown / D / US SEN / OH
 Product Desc: BROWN FOR SENATE
 Estimate: 243

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---|-------|----------------|-------------------|-----|-------------|------------|---------------|------|------|-------|------------|
| | | | | Dr. Phil 5-6p 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: | | 09/24/18 | 09/30/18 | --W---- | | | 1 | | \$700.00 | | 0.00 | | | | |
| N 6 | WKYC | 09/27/18 | 09/27/18 | Dr. Phil 5-6p Dr. Phil | CM | 5p-6p | ---T--- | :30 | 1 | \$700.00 | P04 | 0.00 | NM | 1 | \$700.00 |
| | | | | DR. PHIL | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/18 | 09/30/18 | ---T--- | | | 1 | | \$700.00 | | 0.00 | | | | |
| N 7 | WKYC | 09/28/18 | 09/28/18 | Dr. Phil 5-6p Dr. Phil | CM | 5p-6p | ----F-- | :30 | 1 | \$700.00 | P04 | 0.00 | NM | 1 | \$700.00 |
| | | | | DR. PHIL | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/18 | 09/30/18 | ----F-- | | | 1 | | \$700.00 | | 0.00 | | | | |
| N 8 | WKYC | 10/01/18 | 10/01/18 | Ellen 4-5p Ellen Degeneres | CM | 4p-5p | M----- | :30 | 1 | \$500.00 | P04 | 0.00 | NM | 1 | \$500.00 |
| | | | | 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 | M----- | | | 1 | | \$500.00 | | 0.00 | | | | |
| N 9 | WKYC | 09/25/18 | 09/25/18 | Ellen 4-5p Ellen Degeneres | CM | 4p-5p | -T----- | :30 | 1 | \$500.00 | P04 | 0.00 | NM | 1 | \$500.00 |
| | | | | ELLEN | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/18 | 09/30/18 | -T----- | | | 1 | | \$500.00 | | 0.00 | | | | |
| N 10 | WKYC | 09/26/18 | 09/26/18 | Ellen 4-5p Ellen Degeneres | CM | 4p-5p | --W---- | :30 | 1 | \$500.00 | P04 | 0.00 | NM | 1 | \$500.00 |
| | | | | ELLEN | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/18 | 09/30/18 | --W---- | | | 1 | | \$500.00 | | 0.00 | | | | |
| N 11 | WKYC | 09/27/18 | 09/27/18 | Ellen 4-5p Ellen Degeneres | CM | 4p-5p | ---T--- | :30 | 1 | \$500.00 | P04 | 0.00 | NM | 1 | \$500.00 |
| | | | | ELLEN | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/18 | 09/30/18 | ---T--- | | | 1 | | \$500.00 | | 0.00 | | | | |
| N 12 | WKYC | 09/25/18 | 09/25/18 | Today Show Today Show | CM | 7-9a | -T----- | :30 | 2 | \$800.00 | P04 | 0.00 | NM | 2 | \$1,600.00 |
| | | | | TODAY SHOW | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/18 | 09/30/18 | -T----- | | | 2 | | \$800.00 | | 0.00 | | | | |
| N 13 | WKYC | 09/28/18 | 09/28/18 | Ellen 4-5p Ellen Degeneres | CM | 4p-5p | ----F-- | :30 | 1 | \$500.00 | P04 | 0.00 | NM | 1 | \$500.00 |
| | | | | ELLEN | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/18 | 09/30/18 | ----F-- | | | 1 | | \$500.00 | | 0.00 | | | | |
| N 14 | WKYC | 09/29/18 | 09/29/18 | Local News @ 6p Sa Local News @ 6p Sa | CM | 6-630p | -----S- | :30 | 1 | \$500.00 | P04 | 0.00 | NM | 1 | \$500.00 |
| | | | | 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: | | 09/24/18 | 09/30/18 | -----S- | | | 1 | | \$500.00 | | 0.00 | | | | |
| N 15 | WKYC | 09/30/18 | 09/30/18 | Local News @ 6p Su Local News @ 6p Su | CM | 6-630p | -----S | :30 | 1 | \$500.00 | P04 | 0.00 | NM | 1 | \$500.00 |
| | | | | 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: | | 09/24/18 | 09/30/18 | -----S | | | 1 | | \$500.00 | | 0.00 | | | | |
| N 16 | WKYC | 10/01/18 | 10/01/18 | Local News @ 6p M-F Channel 3 News at 6p | CM | 6p-630p | M----- | :30 | 1 | \$1,500.00 | P04 | 0.00 | NM | 1 | \$1,500.00 |
| | | | | 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 | M----- | | | 1 | | \$1,500.00 | | 0.00 | | | | |
| N 17 | WKYC | 09/25/18 | 09/25/18 | | CM | 6p-630p | -T----- | :30 | 1 | \$1,500.00 | P04 | 0.00 | NM | 1 | \$1,500.00 |

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Advertiser: POL/ Sherrod Brown / D / US SEN / OH
 Product Desc: BROWN FOR SENATE
 Estimate: 243

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|-------------------|-----------------|---|-------------------|----------------|-------------|-----|---------------|-------------|-----|------|------|-------|-------------|
| Local News @ 6p M-F 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: 09/24/18 | | 09/24/18 | 09/30/18 | -T----- | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| N18 | WKYC | 09/26/18 | 09/26/18 | Local News @ 6p M-F Channel 3 News at 6p | CM | 6p-630p | --W---- | :30 | 1 | \$1,500.00 | P04 | 0.00 | NM | 1 | \$1,500.00 |
| 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: 09/24/18 | | 09/24/18 | 09/30/18 | --W---- | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| N19 | WKYC | 09/27/18 | 09/27/18 | Local News @ 6p M-F Channel 3 News at 6p | CM | 6p-630p | ---T--- | :30 | 1 | \$1,500.00 | P04 | 0.00 | NM | 1 | \$1,500.00 |
| 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: 09/24/18 | | 09/24/18 | 09/30/18 | ---T--- | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| N20 | WKYC | 09/28/18 | 09/28/18 | Local News @ 6p M-F Channel 3 News at 6p | CM | 6p-630p | ----F-- | :30 | 1 | \$1,500.00 | P04 | 0.00 | NM | 1 | \$1,500.00 |
| 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: 09/24/18 | | 09/24/18 | 09/30/18 | ----F-- | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| N21 | WKYC | 10/01/18 | 10/01/18 | ET 730-8p Entertainment Tonight | CM | 730-8p | M----- | :30 | 1 | \$1,000.00 | P04 | 0.00 | NM | 1 | \$1,000.00 |
| 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 | | 10/01/18 | 10/07/18 | M----- | 1 | | \$1,000.00 | | 0.00 | | | | | | |
| N22 | WKYC | 09/25/18 | 09/25/18 | ET 730-8p Entertainment Tonight | CM | 730-8p | -T----- | :30 | 1 | \$1,000.00 | P04 | 0.00 | NM | 1 | \$1,000.00 |
| ENTERTAINMENT TONIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/24/18 | | 09/24/18 | 09/30/18 | -T----- | 1 | | \$1,000.00 | | 0.00 | | | | | | |
| N23 | WKYC | 09/26/18 | 09/26/18 | Today Show Today Show | CM | 7-9a | --W---- | :30 | 2 | \$800.00 | P04 | 0.00 | NM | 2 | \$1,600.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/24/18 | | 09/24/18 | 09/30/18 | --W---- | 2 | | \$800.00 | | 0.00 | | | | | | |
| N24 | WKYC | 09/26/18 | 09/26/18 | ET 730-8p Entertainment Tonight | CM | 730-8p | --W---- | :30 | 1 | \$1,000.00 | P04 | 0.00 | NM | 1 | \$1,000.00 |
| ENTERTAINMENT TONIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/24/18 | | 09/24/18 | 09/30/18 | --W---- | 1 | | \$1,000.00 | | 0.00 | | | | | | |
| N25 | WKYC | 09/27/18 | 09/27/18 | ET 730-8p Entertainment Tonight | CM | 730-8p | ---T--- | :30 | 1 | \$1,000.00 | P04 | 0.00 | NM | 1 | \$1,000.00 |
| ENTERTAINMENT TONIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/24/18 | | 09/24/18 | 09/30/18 | ---T--- | 1 | | \$1,000.00 | | 0.00 | | | | | | |
| N26 | WKYC | 09/28/18 | 09/28/18 | ET 730-8p Entertainment Tonight | CM | 730-8p | ----F-- | :30 | 1 | \$1,000.00 | P04 | 0.00 | NM | 1 | \$1,000.00 |
| ENTERTAINMENT TONIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/24/18 | | 09/24/18 | 09/30/18 | ----F-- | 1 | | \$1,000.00 | | 0.00 | | | | | | |
| N27 | WKYC | 09/26/18 | 09/26/18 | Wed Prime C Chicago PD | CM | 10-11p | --W---- | :30 | 1 | \$4,000.00 | P04 | 0.00 | NM | 1 | \$4,000.00 |
| 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: 09/24/18 | | 09/24/18 | 09/30/18 | --W---- | 1 | | \$4,000.00 | | 0.00 | | | | | | |
| N28 | WKYC | 09/25/18 | 09/25/18 | Tue Prime B This is Us | CM | 9-10p | -T----- | :30 | 1 | \$10,000.00 | P04 | 0.00 | NM | 1 | \$10,000.00 |
| THIS IS US-FALL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/24/18 | | 09/24/18 | 09/30/18 | -T----- | 1 | | \$10,000.00 | | 0.00 | | | | | | |
| N29 | WKYC | 10/01/18 | 10/01/18 | | CM | 8-10p | M----- | :30 | 1 | \$5,000.00 | P04 | 0.00 | NM | 1 | \$5,000.00 |

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Advertiser: POL/ Sherrod Brown / D / US SEN / OH
 Product Desc: BROWN FOR SENATE
 Estimate: 243

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---|--------------------|----------------|-------------|-----|---------------|------------|-----|------|------|-------|------------|
| | | | | Mon Prime Other The 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: | | 10/01/18 | 10/07/18 | M----- | 1 | | \$5,000.00 | | 0.00 | | | | | | |
| N30 | WKYC | 09/25/18 | 09/25/18 | Tue Prime A The Voice | CM | 8-9p | -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: | | 09/24/18 | 09/30/18 | -T----- | 1 | | \$5,000.00 | | 0.00 | | | | | | |
| N31 | WKYC | 10/01/18 | 10/01/18 | 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: | | 10/01/18 | 10/07/18 | M----- | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| N32 | WKYC | 09/25/18 | 09/25/18 | 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: | | 09/24/18 | 09/30/18 | -T----- | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| N33 | WKYC | 09/26/18 | 09/26/18 | 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: | | 09/24/18 | 09/30/18 | --W---- | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| N34 | WKYC | 09/27/18 | 09/27/18 | Today Show Today Show | CM | 7-9a | ---T--- | :30 | 2 | \$800.00 | P04 | 0.00 | NM | 2 | \$1,600.00 |
| | | | | TODAY SHOW | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/24/18 | 09/30/18 | ---T--- | 2 | | \$800.00 | | 0.00 | | | | | | |
| N35 | WKYC | 09/27/18 | 09/27/18 | 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: | | 09/24/18 | 09/30/18 | ---T--- | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| N36 | WKYC | 09/28/18 | 09/28/18 | 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: | | 09/24/18 | 09/30/18 | ----F-- | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| N37 | WKYC | 09/29/18 | 09/29/18 | 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: | | 09/24/18 | 09/30/18 | -----S- | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| N38 | WKYC | 09/30/18 | 09/30/18 | 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: | | 09/24/18 | 09/30/18 | -----S | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| N39 | WKYC | 09/29/18 | 09/29/18 | Saturday Night Live Saturday Night Live | CM | 1130p-107a | -----S- | :30 | 1 | \$1,800.00 | P04 | 0.00 | NM | 1 | \$1,800.00 |
| | | | | 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: | | 09/24/18 | 09/30/18 | -----S- | 1 | | \$1,800.00 | | 0.00 | | | | | | |
| N40 | WKYC | 09/30/18 | 09/30/18 | Meet the Press Meet the Press | CM | 10-11a | -----S | :30 | 1 | \$1,500.00 | P04 | 0.00 | NM | 1 | \$1,500.00 |
| | | | | 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: | | 09/24/18 | 09/30/18 | -----S | 1 | | \$1,500.00 | | 0.00 | | | | | | |
| N41 | WKYC | 09/30/18 | 09/30/18 | | CM | 8a-9a | -----S | :30 | 2 | \$700.00 | P04 | 0.00 | NM | 2 | \$1,400.00 |

Order / Rev: 1642365
 Alt Order #: 09192781
 Flight Dates: 09/25/18 - 10/01/18

Advertiser: POL/ Sherrod Brown / D / US SEN / OH
 Product Desc: BROWN FOR SENATE
 Estimate: 243

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------------|------|-------------------|-----------------|---------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|--------|-------|-------------|
| | | | | Today Show Su | | | | | | | | | | | |
| | | | | 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: | | 09/24/18 | 09/30/18 | -----S | | 2 | | \$700.00 | | 0.00 | | | | | |
| N42 | WKYC | 09/29/18 | 09/29/18 | Today Show Sa | CM | 7a-9a | -----S- | :30 | 2 | \$700.00 | P04 | 0.00 | NM | 2 | \$1,400.00 |
| | | | | 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: | | 09/24/18 | 09/30/18 | -----S- | | 2 | | \$700.00 | | 0.00 | | | | | |
| N43 | WKYC | 09/30/18 | 09/30/18 | Local News @ 9a Su | CM | 9-10a | -----S | :30 | 2 | \$400.00 | P04 | 0.00 | NM | 2 | \$800.00 |
| | | | | 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: | | 09/24/18 | 09/30/18 | -----S | | 2 | | \$400.00 | | 0.00 | | | | | |
| N44 | WKYC | 09/30/18 | 09/30/18 | Local News @ 7a Su | CM | 7-8a | -----S | :30 | 2 | \$400.00 | P04 | 0.00 | NM | 2 | \$800.00 |
| | | | | 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: | | 09/24/18 | 09/30/18 | -----S | | 2 | | \$400.00 | | 0.00 | | | | | |
| N45 | WKYC | 09/28/18 | 09/28/18 | Today Show | CM | 7-9a | ----F-- | :30 | 2 | \$800.00 | P04 | 0.00 | NM | 2 | \$1,600.00 |
| | | | | Today Show | | | | | | | | | | | |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 09/24/18 | 09/30/18 | ----F-- | | 2 | | \$800.00 | | 0.00 | | | | | |
| N46 | WKYC | 10/01/18 | 10/01/18 | Local News @ 6a M-F | CM | 6-7a | M----- | :30 | 2 | \$800.00 | P04 | 0.00 | NM | 2 | \$1,600.00 |
| | | | | Local News @ 6a M-F | | | | | | | | | | | |
| 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 | M----- | | 2 | | \$800.00 | | 0.00 | | | | | |
| N47 | WKYC | 09/25/18 | 09/25/18 | Local News @ 6a M-F | CM | 6-7a | -T----- | :30 | 2 | \$800.00 | P04 | 0.00 | NM | 2 | \$1,600.00 |
| | | | | Local News @ 6a M-F | | | | | | | | | | | |
| 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: | | 09/24/18 | 09/30/18 | -T----- | | 2 | | \$800.00 | | 0.00 | | | | | |
| N48 | WKYC | 09/26/18 | 09/26/18 | Local News @ 6a M-F | CM | 6-7a | --W---- | :30 | 2 | \$800.00 | P04 | 0.00 | NM | 2 | \$1,600.00 |
| | | | | Local News @ 6a M-F | | | | | | | | | | | |
| 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: | | 09/24/18 | 09/30/18 | --W---- | | 2 | | \$800.00 | | 0.00 | | | | | |
| N49 | WKYC | 09/27/18 | 09/27/18 | Local News @ 6a M-F | CM | 6-7a | ---T--- | :30 | 2 | \$800.00 | P04 | 0.00 | NM | 2 | \$1,600.00 |
| | | | | Local News @ 6a M-F | | | | | | | | | | | |
| 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: | | 09/24/18 | 09/30/18 | ---T--- | | 2 | | \$800.00 | | 0.00 | | | | | |
| | | | | | | | | | | | | | Totals | 63 | \$77,700.00 |