

ORDER



Orders
Order / Rev: 1458704
Alt Order #: 08127226
Product Desc: NEW LEADERSHIP 4 OH
Estimate: 68
Flight Dates: 02/12/16 - 02/29/16
Original Date / Rev: 02/11/16 / 02/11/16
Order Type: Political

WOIO
Primary AE: Teresa Difuria
Sales Office: T-PHI
Sales Region: National

Agency
Name: Old Towne Media
Buying Contact:
Billing Contact:
 PO Box 31150
 Alexandria, VA 22310

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

Advertiser
Name: ISS/New Leadership For Ohio
Demographic: A35+
Product Codes: PL20
Priority: P 8
Revenue Codes: Agency, Political, Pol-Issue

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/01/16	02/20/16	33	\$23,925.00	\$20,336.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2016	33	\$23,925.00	\$20,336.25	0.00
Totals	33	\$23,925.00	\$20,336.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Teresa Difuria			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOIO	23%	\$23,925.00
Market	100%	\$104,021.74

Competitive Share

	Share	Total
CABLE	0%	\$0.00
DUAB	0%	\$0.00
EOIO	0%	\$0.00
WBNX	0%	\$0.00
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	33%	\$34,327.17
WGGN	0%	\$0.00
WJW	23%	\$23,925.00
WKYC	21%	\$21,844.57
WMFD	0%	\$0.00
WOAC	0%	\$0.00
WQHS	0%	\$0.00
WUAB	0%	\$0.00
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
1	WOIO	02/19/16	02/19/16	NET Price Is Right Price is Right	Comm	11a-12p	----1--	:30	1	\$550.00	P 4	0.00	NM	1	\$550.00

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1	WOIO	02/19/16	02/19/16	NET Price Is Right Price is Right	Comm	11a-12p	----1--	:30	1	\$550.00	P 4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/15/16	02/21/16	----1--		1				\$550.00		0.00			
2	WOIO	02/12/16	02/19/16	Cleveland 19 News at 5p Cleveland 19 News at 5p	Comm	5-6p	----1--	:30	1	\$425.00	P 6	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/08/16	02/14/16	----1--		1				\$425.00		0.00			
		Week: 02/15/16	02/21/16	----1--		1				\$425.00		0.00			
3	WOIO	02/12/16	02/19/16	NET CBS Evening News CBS Evening News	Comm	630-7P	----1--	:30	1	\$750.00	P 8	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/08/16	02/14/16	----1--		1				\$750.00		0.00			
		Week: 02/15/16	02/21/16	----1--		1				\$750.00		0.00			
4	WOIO	02/12/16	02/19/16	SYN M-F 7-730p M-F 7-730p	Comm	7-730p	----1--	:30	1	\$1,400.00	P 6	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/08/16	02/14/16	----1--		1				\$1,400.00		0.00			
		Week: 02/15/16	02/21/16	----1--		1				\$1,400.00		0.00			
N 5	WOIO	02/19/16	02/19/16	NET CBS AM Network News CBS This Morning	Comm	7-9a	----1--	:15/:15	1	\$125.00	P 6	0.00	BK	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/15/16	02/21/16	----1--		1				\$125.00		0.00			
N 6	WOIO	02/15/16	02/15/16	NET Price Is Right Price is Right	Comm	11a-12p	1-----	:15/:15	1	\$550.00	P 4	0.00	BK	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/15/16	02/21/16	1-----		1				\$550.00		0.00			
N 7	WOIO	02/15/16	02/15/16	Cleveland 19 News at 5p Cleveland 19 News at 5p	Comm	5-6p	1-----	:15/:15	1	\$425.00	P 6	0.00	BK	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/15/16	02/21/16	1-----		1				\$425.00		0.00			
N 8	WOIO	02/15/16	02/15/16	NET CBS Evening News CBS Evening News	Comm	630-7P	1-----	:15/:15	1	\$750.00	P 8	0.00	BK	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: 02/15/16	02/21/16	1-----		1				\$750.00		0.00			
N 9	WOIO	02/15/16	02/15/16	NET CBS AM Network News CBS This Morning	Comm	7-9a	1-----	:15/:15	1	\$125.00	P 6	0.00	BK	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/15/16	02/21/16	1-----		1				\$125.00		0.00			
N 10	WOIO	02/20/16	02/20/16	Sa Cleve 19 News at 11p Sa Cleve 19 News at 11p (11:00 PM-11:30 PM)	Comm	11:00 PM-11:30 PM	-----1-	:15/:15	1	\$650.00	P 6	0.00	BK	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: 02/15/16	02/21/16	-----1-		1				\$650.00		0.00			
N 11	WOIO	02/13/16	02/13/16	Sat 7-8p Sat 7-8p	Comm	7-8p	-----S-	:15/:15	1	\$400.00	P 6	0.00	BK	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/08/16	02/14/16	-----S-		1				\$400.00		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	WOIO	02/13/16-02/13/16	Sat 7-8p	7-8p	-----Sa--	:30		\$400.00		0.00	NM		
		Ⓜ MG for 11.2 02/20													
12	WOIO	02/13/16	02/20/16	The Early Show Sat Early Show	Comm	9-11a	-----1-	:30	1	\$200.00	P 4	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/08/16	02/14/16	-----1-		1				\$200.00		0.00			
		Week: 02/15/16	02/21/16	-----1-		1				\$200.00		0.00			
13	WOIO	02/14/16	02/14/16	Su Cleve 19 News at 11p Su Cleve 19 News at 11p (11:00 PM-11:30 PM)	Comm	11:00 PM-11:30 PM	-----1	:30	1	\$1,000.00	P 4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/08/16	02/14/16	-----1		1				\$1,000.00		0.00			

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14	WOIO	02/14/16	02/14/16	Sun Cleve 19 News at 630p Sun Cleve 19 News at 630p	Comm	630-7p	-----1	:30	1	\$425.00	P 6	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/08/16	02/14/16	-----1		1				\$425.00		0.00			
15	WOIO	02/14/16	02/14/16	NET CBS Sunday Morn CBS Sunday Morning	Comm	9-1030a	-----1	:30	1	\$450.00	P 6	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:	02/08/16	02/14/16	-----1		1				\$450.00		0.00			
16	WOIO	02/14/16	02/14/16	NET Sun Hour 3 Sun Hour 3	Comm	9-10p	-----1	:30	1	\$4,500.00	P 4	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/08/16	02/14/16	-----1		1				\$4,500.00		0.00			
17	WOIO	02/18/16	02/18/16	CBS Soaps CBS Soaps	Comm	CBS Soaps	---1---	:30	1	\$650.00	P 6	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:	02/15/16	02/21/16	---1---		1				\$650.00		0.00			
18	WOIO	02/18/16	02/18/16	Cleveland 19 News at 6p Cleveland 19 News at 6p	Comm	6-630p	---1---	:30	1	\$550.00	P 6	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/15/16	02/21/16	---1---		1				\$550.00		0.00			
19	WOIO	02/18/16	02/18/16	NET CBS AM Network CBS This Morning	Comm	7-9a	---1---	:30	1	\$125.00	P 6	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/15/16	02/21/16	---1---		1				\$125.00		0.00			
20	WOIO	02/16/16	02/16/16	CBS Soaps CBS Soaps	Comm	CBS Soaps	-1-----	:30	1	\$650.00	P 6	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:	02/15/16	02/21/16	-1-----		1				\$650.00		0.00			
N21	WOIO	02/16/16	02/16/16	Cleveland 19 News at 6p Cleveland 19 News at 6p	Comm	6-630p	-1-----	:15/15	1	\$550.00	P 6	0.00	BK	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/15/16	02/21/16	-1-----		1				\$550.00		0.00			
N22	WOIO	02/16/16	02/16/16	NET CBS AM Network CBS This Morning	Comm	7-9a	-1-----	:15/15	1	\$125.00	P 6	0.00	BK	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/15/16	02/21/16	-1-----		1				\$125.00		0.00			
N23	WOIO	02/16/16	02/16/16	SYN M-F 730-8p M-F 730-8p	Comm	730-8p	-1-----	:15/15	1	\$1,600.00	P 4	0.00	BK	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:	02/15/16	02/21/16	-1-----		1				\$1,600.00		0.00			
N24	WOIO	02/17/16	02/17/16	NET Price Is Right Price is Right	Comm	11a-12p	--1----	:15/15	1	\$550.00	P 4	0.00	BK	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/15/16	02/21/16	--1----		1				\$550.00		0.00			
N25	WOIO	02/17/16	02/17/16	CBS Soaps CBS Soaps	Comm	CBS Soaps	--1----	:15/15	1	\$650.00	P 6	0.00	BK	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:	02/15/16	02/21/16	--1----		1				\$650.00		0.00			
N26	WOIO	02/17/16	02/17/16	Cleveland 19 News at 5p Cleveland 19 News at 5p	Comm	5-6p	--1----	:15/15	1	\$425.00	P 6	0.00	BK	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/15/16	02/21/16	--1----		1				\$425.00		0.00			
N27	WOIO	02/17/16	02/17/16	NET CBS Evening News CBS Evening News	Comm	630-7P	--1----	:15/15	1	\$750.00	P 8	0.00	BK	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:	02/15/16	02/21/16	--1----		1				\$750.00		0.00			
N28	WOIO	02/17/16	02/17/16	SYN M-F 7-730p M-F 7-730p	Comm	7-730p	--1----	:15/15	1	\$1,400.00	P 6	0.00	BK	1	\$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:	02/15/16	02/21/16	--1----		1				\$1,400.00		0.00			

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N28	WOIO	02/17/16	02/17/16	SYN M-F 7-730p M-F 7-730p	Comm	7-730p	--1----	:15/:15	1	\$1,400.00	P 6	0.00	BK	1	\$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: 02/15/16	02/21/16	--1----		1				\$1,400.00					0.00
													Totals	33	\$23,925.00