



WEWS

ORDER

Print Date 10/25/12

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Flight Dates **09/12/12-09/25/12**

Contract / Revision **310693 /**

Original Date / Revision
09/11/12 10/24/12

Advertiser **Mandel / Republican / US Se**

Agency **Strategic Media Placement**

Buying Contact

**7669 Stagers Loop
Delaware, OH 43015**

Product
OH US SEN JOSH MANDEL SEPT 1

Agency Com 15%

Billing Contact
**7669 Stagers Loop
Delaware, OH 43015**

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:30:00

Estimate # **2680**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 82700

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	116	\$70,295.00	\$82,700.00	0.00	08/27/12	09/25/12	116	\$70,295.00	\$82,700.00
Totals	116	\$70,295.00	\$82,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WEWS	09/12/12	09/25/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	10	\$4,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$450.00		0.00			
		Week: 09/17/12	09/23/12	MTWTF--					5	\$450.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					2	\$550.00		0.00			
N 2	WEWS	09/12/12	09/25/12		CM	7-9a	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	10	\$5,200.00



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Contract / Revision **310693** Flight Dates **09/12/12-09/25/12** Hiatus Dates
 Original Date / Revision 09/11/12/ 10/24/12 Order Sep 00:30:00
 Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2680**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount		
				M-F GMA 7-9a												
				M-F GMA 7-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--					3	\$500.00		0.00				
Week:		09/17/12	09/23/12	MTWTF--					5	\$500.00		0.00				
Week:		09/24/12	09/30/12	MT-----					2	\$600.00		0.00				
N 3	WEWS	09/12/12	09/25/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$175.00	P-3	0.00	NM	10	\$1,750.00	
				M-F 9-10a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--					3	\$175.00		0.00				
Week:		09/17/12	09/23/12	MTWTF--					5	\$175.00		0.00				
Week:		09/24/12	09/30/12	MT-----					2	\$175.00		0.00				
N 4	WEWS	09/12/12	09/25/12	M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	6	\$975.00	
				M-F 10-11a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WT---					2	\$150.00		0.00				
Week:		09/17/12	09/23/12	MT--F--					3	\$150.00		0.00				
Week:		09/24/12	09/30/12	M-----					1	\$300.00		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>			
6	WEWS	09/24/12-09/30/12		M-F 10-11a			10-11a		M-----	:30	\$225.00	0.00	NM			
N 5	WEWS	09/12/12	09/25/12	M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	10	\$9,000.00	
				M-F 11-12p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--					3	\$800.00		0.00				
Week:		09/17/12	09/23/12	MTWTF--					5	\$800.00		0.00				
Week:		09/24/12	09/30/12	MT-----					2	\$1,300.00		0.00				
N 6	WEWS	09/12/12	09/25/12	M-F 12-1230pm News	CM	12-1p	MTWTF--	:30	2	\$175.00	P-3	0.00	NM	7	\$1,325.00	
				M-F 12p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--W-F--					2	\$175.00		0.00				
Week:		09/17/12	09/23/12	-T-TF--					3	\$175.00		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	WEWS	09/17/12-09/23/12		M-F 12-1230pm News			12-1p		-T-ThF----	:30	(\$175.00)	0.00	NM			
				See MG 6.8,6.9,6.10												
				[N/A ON ENTRY]												
4	WEWS	09/17/12-09/23/12		M-F 12-1230pm News			12-1p		-T-ThF----	:30	(\$175.00)	0.00	NM			
				See MG 6.8,6.9,6.10												
				[N/A ON ENTRY]												
5	WEWS	09/17/12-09/23/12		M-F 12-1230pm News			12-1p		-T-ThF----	:30	(\$175.00)	0.00	NM			
				See MG 6.8,6.9,6.10												
				[N/A ON ENTRY]												
8	WEWS	09/17/12-09/21/12		M-F 9-10a			9-10a		MTWThF----	:30	\$175.00	0.00	NM			
				Ⓜ MG for 6.5,6.3,6.4												
				[Per Whitney]												
9	WEWS	09/17/12-09/21/12		M-F 9-10a			9-10a		MTWThF----	:30	\$175.00	0.00	NM			
				Ⓜ MG for 6.5,6.3,6.4												
				[Per Whitney]												
10	WEWS	09/17/12-09/21/12		M-F 9-10a			9-10a		MTWThF----	:30	\$175.00	0.00	NM			
				Ⓜ MG for 6.5,6.3,6.4												
				[Per Whitney]												
Week:		09/24/12	09/30/12	MT-----					2	\$225.00		0.00				
N 7	WEWS	09/12/12	09/25/12	M-F 2-3p	CM	2-3p	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	7	\$4,400.00	
				2-3pm General Hospital												



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Contract / Revision **310693** Flight Dates **09/12/12-09/25/12** Hiatus Dates
 Original Date / Revision 09/11/12/ 10/24/12 Order Sep 00:30:00
 Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2680**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 7	WEWS	09/12/12	09/25/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	7	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--W-F--					2	\$600.00		0.00			
	Week:	09/17/12	09/23/12	M-W-F--					3	\$600.00		0.00			
	Week:	09/24/12	09/30/12	MT-----					2	\$700.00		0.00			
N 8	WEWS	09/12/12	09/25/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	2	\$225.00	P-3	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WT---					2	\$225.00		0.00			
	Week:	09/17/12	09/23/12	M-W----					2	\$225.00		0.00			
	Week:	09/24/12	09/30/12	MT-----					2	\$225.00		0.00			
N 9	WEWS	09/12/12	09/25/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$850.00	P-2	0.00	NM	10	\$8,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--					3	\$850.00		0.00			
	Week:	09/17/12	09/23/12	MTWTF--					5	\$850.00		0.00			
	Week:	09/24/12	09/30/12	MT-----					2	\$950.00		0.00			
N 10	WEWS	09/12/12	09/25/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,100.00	P-2	0.00	NM	9	\$10,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--					3	\$1,100.00		0.00			
	Week:	09/17/12	09/23/12	M-WTF--					4	\$1,100.00		0.00			
	Week:	09/24/12	09/30/12	MT-----					2	\$1,300.00		0.00			
N 11	WEWS	09/12/12	09/25/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$800.00	P-2	0.00	NM	2	\$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:	09/10/12	09/16/12	-----S					1	\$800.00		0.00			
	Week:	09/17/12	09/23/12	-----S					1	\$800.00		0.00			
	Week:	09/24/12	09/30/12	-----S					0	\$0.00		0.00			
N 12	WEWS	09/12/12	09/25/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	3	\$650.00	P-3	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--					3	\$650.00		0.00			
	Week:	09/17/12	09/23/12	-----					0	\$0.00		0.00			
	Week:	09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 13	WEWS	09/12/12	09/25/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	3	\$2,200.00	P-2	0.00	NM	9	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--W-F-S					3	\$2,200.00		0.00			
	Week:	09/17/12	09/23/12	M-WTF-S					5	\$2,200.00		0.00			
	Week:	09/24/12	09/30/12	M-----					1	\$2,400.00		0.00			
N 14	WEWS	09/12/12	09/25/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$300.00	P-3	0.00	NM	8	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WT---					2	\$300.00		0.00			
	Week:	09/17/12	09/23/12	M-WT---					3	\$300.00		0.00			



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Contract / Revision **310693** Flight Dates **09/12/12-09/25/12** Hiatus Dates
 Original Date / Revision 09/11/12/ 10/24/12 Order Sep 00:30:00
 Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2680**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 14	WEWS	09/12/12	09/25/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	3	\$300.00	P-3	0.00	NM	8	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	M-WT---		3				\$300.00		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	WEWS	09/17/12-09/23/12	M-F 1135p-1202a Nightline		1135p-1207x	M-WTh----	:30		(\$300.00)		0.00	NM		
				See MG 14.8,14.9,14.10,14.11,14.12											
				[N/A ON ENTRY]											
	4	WEWS	09/17/12-09/23/12	M-F 1135p-1202a Nightline		1135p-1207x	M-WTh----	:30		(\$300.00)		0.00	NM		
				See MG 14.8,14.9,14.10,14.11,14.12											
				[N/A ON ENTRY]											
	5	WEWS	09/17/12-09/23/12	M-F 1135p-1202a Nightline		1135p-1207x	M-WTh----	:30		(\$300.00)		0.00	NM		
				See MG 14.8,14.9,14.10,14.11,14.12											
				[N/A ON ENTRY]											
	8	WEWS	09/24/12-09/25/12	M-F 3-4P Katie		3-4p	MT-----	:30		\$225.00		0.00	NM		
				MG for 14.4,15.2,14.3,14.5											
	9	WEWS	09/24/12-09/25/12	M-F 9-10a		9-10a	MT-----	:30		\$175.00		0.00	NM		
				MG for 14.4,15.2,14.3,14.5											
	10	WEWS	09/22/12-09/22/12	Sa 6a-8a News		6-8a	-----Sa--	:30		\$350.00		0.00	NM		
				MG for 14.4,15.2,14.3,14.5											
	11	WEWS	09/17/12-09/23/12	Sa 6a-8a News		6-8a	-----Sa--	:30		\$350.00		0.00	NM		
				MG for 14.4,15.2,14.3,14.5											
	12	WEWS	09/24/12-09/25/12	M-F 10-11a		10-11a	MT-----	:30		\$300.00		0.00	NM		
				MG for 14.4,15.2,14.3,14.5											
	Week:	09/24/12	09/30/12	MT-----		2				\$250.00		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>		
	6	WEWS	09/24/12-09/30/12	M-F 1135p-1202a Nightline		1135p-1207x	MT-----	:30		(\$250.00)		0.00	NM		
				Credited											
				[This money is being credit to cover a portion of WO # 303564]											
N 15	WEWS	09/12/12	09/25/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	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:	09/10/12	09/16/12	-----S-		1				\$500.00		0.00			
	Week:	09/17/12	09/23/12	-----S-		1				\$500.00		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>		
	2	WEWS	09/17/12-09/23/12	SA GMA 8-9a		8-9a	-----Sa--	:30		(\$500.00)		0.00	NM		
				See MG 14.8,14.9,14.10,14.11,14.12											
				[n/a]											
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 16	WEWS	09/12/12	09/25/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	2	\$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:	09/10/12	09/16/12	-----S		1				\$500.00		0.00			
	Week:	09/17/12	09/23/12	-----S		1				\$500.00		0.00			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 17	WEWS	09/12/12	09/25/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	-----S		1				\$300.00		0.00			
	Week:	09/17/12	09/23/12	-----S		1				\$300.00		0.00			
	Week:	09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 18	WEWS	09/17/12	09/17/12	Monday Prime Special	CM	Monday Prime Spe	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00



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 Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2680**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
Monday Prime Special															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$2,500.00		0.00			
N 19	WEWS	09/12/12	09/25/12	Thursday Prime B	CM	9-10p	---T---	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
Thursday Prime B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	---T---		1				\$1,800.00		0.00			
		Week: 09/17/12	09/23/12	-----		0				\$0.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 20	WEWS	09/12/12	09/25/12	Friday Prime C	CM	10-11p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	2	\$2,800.00
Friday Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1				\$1,400.00		0.00			
		Week: 09/17/12	09/23/12	----F--		1				\$1,400.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
													Totals	116	\$82,700.00