



WEWS

ORDER

Print Date 10/17/12

Page 1 of 4

Flight Dates 10/02/12-10/09/12

Contract / Revision 313535 /

Original Date / Revision
10/01/12 10/16/12

Advertiser Mandel / Republican / US Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product
OH US SEN JOSH MANDEL 10.2 to

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 # 2795

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 81625

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
October 2012	77	\$69,381.25	\$81,625.00	0.00	10/01/12	10/09/12	77	\$69,381.25	\$81,625.00
Totals	77	\$69,381.25	\$81,625.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WEWS	10/02/12	10/09/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	12	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--					8	\$550.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					4	\$550.00		0.00			
N 2	WEWS	10/02/12	10/09/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	6	\$3,600.00



WEWS

Print Date: 10/17/12

Page 2 of 4

Contract / Revision **313535** Flight Dates **10/02/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/16/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2795**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/02/12	10/09/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--					4	\$600.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$600.00		0.00			
N 3	WEWS	10/02/12	10/09/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$550.00	P-2	0.00	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--					4	\$550.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$550.00		0.00			
N 4	WEWS	10/02/12	10/09/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	1	\$1,300.00	P-2	0.00	NM	6	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--					4	\$1,300.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$1,300.00		0.00			
N 5	WEWS	10/02/12	10/09/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	3	\$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: 10/01/12	10/07/12	- TWTF--					2	\$800.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					1	\$800.00		0.00			
N 6	WEWS	10/02/12	10/09/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$325.00	P-3	0.00	NM	6	\$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: 10/01/12	10/07/12	- TWTF--					4	\$325.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$325.00		0.00			
N 7	WEWS	10/02/12	10/09/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	\$1,300.00	P-2	0.00	NM	6	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--					4	\$1,300.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$1,300.00		0.00			
N 8	WEWS	10/02/12	10/09/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	1	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF-S					5	\$700.00		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>		
1	WEWS	10/01/12-10/07/12	M-SU 11-1135P Late News			11-1135p	- TWThF--Su	:30		(\$700.00)		0.00	NM		
			See MG 8.8												
			[na]												
8	WEWS	10/01/12-10/07/12	M-SU 11-1135P Late News			11-1135p	-- WThF--Su	:30		\$700.00		0.00	NM		
			Ⓜ MG for 8.1 10/02												
		Week: 10/08/12	10/14/12	MT-----					2	\$0.00		0.00			
6	WEWS	10/08/12-10/14/12	M-SU 11-1135P Late News			11-1135p	MT-----	:30		(\$0.00)		0.00	NM		
			Credited												
			[These spots inadvertently placed @ \$0. This was a mistake. Confirmed total with the agency for this estimate was \$82,975...which is what is currently booked. Credit these zero dollar spots.]												
7	WEWS	10/08/12-10/14/12	M-SU 11-1135P Late News			11-1135p	MT-----	:30		(\$0.00)		0.00	NM		
			Credited												
			[These spots inadvertently placed @ \$0. This was a mistake. Confirmed total with the agency for this estimate was \$82,975...which is what is currently booked. Credit these zero dollar spots.]												
N 9	WEWS	10/02/12	10/09/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WEWS

Print Date: 10/17/12

Page 3 of 4

Contract / Revision **313535** Flight Dates **10/02/12-10/09/12** Hiatus Dates
 Original Date / Revision 10/01/12/ 10/16/12 Order Sep 00:30:00
 Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2795**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 9	WEWS	10/02/12	10/09/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-TWTF--					4	\$550.00		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	10/01/12-10/07/12	M-F 9-10a		9-10a	-TWThF----	:30		(\$550.00)		0.00	NM		
	Unresolved [log printed]														
	Week:	10/08/12	10/14/12	MT-----					2	\$550.00		0.00			
N 10	WEWS	10/02/12	10/09/12	M-F 12-1230pm News 12-1230pm News	CM	12-1p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	5	\$4,000.00
	Week:	10/01/12	10/07/12	-TWTF--					4	\$800.00		0.00			
	4	WEWS	10/01/12-10/07/12	M-F 12-1230pm News		12-1p	-TWThF----	:30		(\$800.00)		0.00	NM		
	Unresolved [log printed]														
	Week:	10/08/12	10/14/12	MT-----					2	\$800.00		0.00			
N 11	WEWS	10/02/12	10/09/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	4	\$3,600.00
	Week:	10/01/12	10/07/12	--WTF--					4	\$900.00		0.00			
	Week:	10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 12	WEWS	10/02/12	10/09/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
	Week:	10/01/12	10/07/12	-----					0	\$0.00		0.00			
	Week:	10/08/12	10/14/12	MT-----					1	\$225.00		0.00			
N 13	WEWS	10/02/12	10/09/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
	Week:	10/01/12	10/07/12	-----S					1	\$1,300.00		0.00			
	Week:	10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 14	WEWS	10/02/12	10/09/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	5	\$4,500.00
	Week:	10/01/12	10/07/12	--WTF--					3	\$900.00		0.00			
	Week:	10/08/12	10/14/12	MT-----					2	\$900.00		0.00			
N 15	WEWS	10/02/12	10/09/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
	Week:	10/01/12	10/07/12	-----S-					1	\$775.00		0.00			
	Week:	10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 16	WEWS	10/02/12	10/09/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
	Week:	10/01/12	10/07/12	-----S					1	\$775.00		0.00			
	Week:	10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 17	WEWS	10/02/12	10/09/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
	Week:	10/01/12	10/07/12	-----					0	\$0.00		0.00			
	Week:	10/08/12	10/14/12	M-----					1	\$14,000.00		0.00			



WEWS

Print Date: 10/17/12

Page 4 of 4

Contract / Revision **313535** Flight Dates **10/02/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/16/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **2795**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 18	WEWS	10/02/12	10/09/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$12,000.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
N 20	WEWS	10/02/12	10/09/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$550.00	P-2	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: 10/01/12	10/07/12	-----S		1				\$550.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
N 21	WEWS	10/02/12	10/09/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--		1				\$200.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
													Totals	77	\$81,625.00