



WEWS

ORDER

Print Date 11/05/12

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Flight Dates 10/29/12-11/06/12

Contract / Revision 316013 /

Original Date / Revision
10/26/12 11/05/12

Advertiser Mandel / Republican / US Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product
OH US SEN Josh Mandel 2012

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 # 3092

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 65700

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
November 2012	51	\$55,845.00	\$65,700.00	0.00	10/29/12	11/06/12	51	\$55,845.00	\$65,700.00
Totals	51	\$55,845.00	\$65,700.00	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	10/29/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	4	\$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:	10/29/12	11/04/12	MTWTF--		4				\$650.00		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	10/29/12-11/04/12	M-F 10-11a		10-11a		MTWThF----	:30	(\$650.00)		0.00	NM		

Credited



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Contract / Revision **316013** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 11/05/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN Josh Mandel 20** Estimate # **3092**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/29/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	4	\$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:	10/29/12	11/04/12	MTWTF--		4		\$650.00		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>			
	Week:	11/05/12	11/11/12	M-----		1		\$650.00		0.00					
N 2	WEWS	10/29/12	11/05/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	M-W----		2		\$1,600.00		0.00					
	Week:	11/05/12	11/11/12	M-----		1		\$1,600.00		0.00					
N 3	WEWS	10/29/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	3	\$850.00	P-1	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	MTWTF--		3		\$850.00		0.00					
	Week:	11/05/12	11/11/12	M-----		1		\$850.00		0.00					
N 4	WEWS	10/29/12	11/05/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	MTWTF--		3		\$1,000.00		0.00					
	Week:	11/05/12	11/11/12	M-----		1		\$1,000.00		0.00					
N 5	WEWS	10/29/12	11/05/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	MTWTF--		3		\$1,000.00		0.00					
	Week:	11/05/12	11/11/12	M-----		1		\$1,000.00		0.00					
N 6	WEWS	10/30/12	11/05/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/30/12	11/05/12	MTWTF--		2		\$850.00		0.00					
N 7	WEWS	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$650.00	P-2	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:	10/30/12	11/05/12	MTWTF--		1		\$650.00		0.00					
N 8	WEWS	10/30/12	11/05/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/30/12	11/05/12	-TWTF--		2		\$1,600.00		0.00					
N 9	WEWS	10/30/12	11/05/12	1230-1P Right this Minute 1230-1p Right this Minute	CM	1230-1p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/30/12	11/05/12	MTWTF--		4		\$1,000.00		0.00					
N 10	WEWS	10/30/12	11/05/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/30/12	11/05/12	MTWTF--		4		\$1,000.00		0.00					
N 11	WEWS	10/30/12	11/05/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/30/12	11/05/12	MTWTF--		5		\$1,000.00		0.00					
N 12	WEWS	10/30/12	11/05/12		CM	5-6p	MTWTF--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00



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Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN Josh Mandel 20** Estimate # **3092**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
				M-F 5-6p News M-F 5-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					4	\$2,000.00		0.00			
N 13	WEWS	10/30/12	11/05/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$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: 10/30/12	11/05/12	MTWTF--					1	\$1,200.00		0.00			
N 14	WEWS	10/29/12	11/05/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$650.00	P-1	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: 10/29/12	11/04/12	-----S-					1	\$650.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 15	WEWS	10/29/12	11/05/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	1	\$1,600.00	P-1	0.00	NM	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: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,600.00		0.00			
N 16	WEWS	10/29/12	11/05/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$8,000.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 17	WEWS	10/29/12	11/05/12	NCAA 330p-7pm NCAA 330p-7pm	CM	330-7p	-----S-	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$5,000.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 18	WEWS	11/05/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	MT-----	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----					1	\$850.00		0.00			
N 19	WEWS	11/05/12	11/06/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MT-----	:30	1	\$400.00	P-1	0.00	NM	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: 11/05/12	11/11/12	MT-----					1	\$400.00		0.00			
N 20	WEWS	11/05/12	11/06/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MT-----	:30	1	\$750.00	P-1	0.00	NM	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: 11/05/12	11/11/12	MT-----					1	\$750.00		0.00			
N 21	WEWS	11/05/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MT-----	:30	1	\$950.00	P-1	0.00	NM	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: 11/05/12	11/11/12	MT-----					1	\$950.00		0.00			
N 22	WEWS	11/05/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MT-----	:30	1	\$950.00	P-1	0.00	NM	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: 11/05/12	11/11/12	MT-----					1	\$950.00		0.00			
Totals														51	\$65,700.00