



WEWS

# ORDER

Print Date 09/19/12

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Flight Dates **09/17/12-09/23/12**

Contract / Revision      **311124 /**

Original Date / Revision  
09/14/12    09/19/12

Advertiser **Republican Senate Campaign**

Agency    **Midwest Communications &**

Buying Contact

**49 S Grant Avenue  
Columbus, OH 43125**

Product

Agency Com    15%

Billing Contact

**49 S Grant Avenue  
Columbus, OH 43125**

Sales Office    WEWSL

Sales Region   LOC

Agency Ref

Order Sep      00:20:00

Estimate #

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      PARTY

Product Codes PL

Priority          P-2

Advertiser Ref

Primary Account Executive  
Bill Young

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Bill Young        | 100%   |            |          |

Order Share 100% Market Value 28600

| 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 | 41         | \$24,310.00        | \$28,600.00        | 0.00        | 08/27/12   | 09/23/12 | 41      | \$24,310.00 | \$28,600.00  |
| <b>Totals</b>  | <b>41</b>  | <b>\$24,310.00</b> | <b>\$28,600.00</b> | <b>0.00</b> |            |          |         |             |              |

| Ln  | Ch   | Start             | End             | Inventory Code                                   | Break | Start/End Time    | Days    | Len | Spots       | Rate       | Pri | Rtg           | Type | <u>Totals</u><br>Spots    Amount |            |
|-----|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------------|------------|-----|---------------|------|----------------------------------|------------|
| N 1 | WEWS | 09/17/12          | 09/23/12        | M-F 11-1135P Late News<br>M-F 11-1135P Late News | GM    | 11-1135p          | MTWTF-- | :30 | 2           | \$2,200.00 | P-2 | 0.00          | NM   | 2                                | \$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: 09/17/12    | 09/23/12        | MTWTF--  |       | 2                 |         |     | \$2,200.00  |            |     | 0.00          |      |                                  |            |
| N 2 | WEWS | 09/17/12          | 09/23/12        | M-F GMC 5-6a<br>M-F GMC 5-6a                     | CM    | 5-6a              | MTWTF-- | :30 | 5           | \$350.00   | P-2 | 0.00          | NM   | 5                                | \$1,750.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                  |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |                                  |            |



WEWS

Print Date: 09/19/12

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Contract / Revision **311124** Flight Dates **09/17/12-09/23/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 09/19/12

Order Sep 00:20:00

Advertiser **Republican Senate Campai** Product

Estimate #

|                                    |           |                   |                 |                                    |       |                |                       |     |                   |               |                         |               |             | <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      | 09/17/12          | 09/23/12        | M-F GMC 5-6a<br>M-F GMC 5-6a       | CM    | 5-6a           | MTWTF--               | :30 | 5                 | \$350.00      | P-2                     | 0.00          | NM          | 5             | \$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:                              |           | 09/17/12          | 09/23/12        | MTWTF--                            |       |                |                       |     | 5                 | \$350.00      |                         | 0.00          |             |               |                    |
| N 3                                | WEWS      | 09/17/12          | 09/23/12        | M-F GMC 6-7a<br>M-F GMC 6-7a       | CM    | 6-7a           | MTWTF--               | :30 | 5                 | \$450.00      | P-2                     | 0.00          | NM          | 5             | \$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        | MTWTF--                            |       |                |                       |     | 5                 | \$450.00      |                         | 0.00          |             |               |                    |
| N 4                                | WEWS      | 09/17/12          | 09/23/12        | M-F GMA 7-9a<br>M-F GMA 7-9a       | CM    | 7-9a           | MTWTF--               | :30 | 5                 | \$500.00      | P-2                     | 0.00          | NM          | 5             | \$2,500.00         |
|                                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       |                |                       |     | <u>Spots/Week</u> | <u>Rate</u>   |                         | <u>Rating</u> |             |               |                    |
| Week:                              |           | 09/17/12          | 09/23/12        | MTWTF--                            |       |                |                       |     | 5                 | \$500.00      |                         | 0.00          |             |               |                    |
| N 5                                | WEWS      | 09/17/12          | 09/23/12        | M-F 9-10a<br>Kelly                 | CM    | Kelly          | MTWTF--               | :30 | 5                 | \$450.00      | P-2                     | 0.00          | NM          | 5             | \$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        | MTWTF--                            |       |                |                       |     | 5                 | \$450.00      |                         | 0.00          |             |               |                    |
| N 6                                | WEWS      | 09/17/12          | 09/23/12        | M-F 12pm News<br>12-1230p News     | CM    | 12-1230 News   | MTWTF--               | :30 | 5                 | \$700.00      | P-2                     | 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:                              |           | 09/17/12          | 09/23/12        | MTWTF--                            |       |                |                       |     | 5                 | \$700.00      |                         | 0.00          |             |               |                    |
| N 7                                | WEWS      | 09/17/12          | 09/23/12        | M-F 4-5p Dr. OZ<br>M-F 4-5p Dr. Oz | CM    | 4-5p           | MTWTF--               | :30 | 3                 | \$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:                              |           | 09/17/12          | 09/23/12        | MTWTF--                            |       |                |                       |     | 3                 | \$800.00      |                         | 0.00          |             |               |                    |
| N 8                                | WEWS      | 09/17/12          | 09/23/12        | M-F 5-6p News<br>M-F 5-6p News     | CM    | 5-6p           | MTWTF--               | :30 | 3                 | \$850.00      | P-2                     | 0.00          | NM          | 3             | \$2,550.00         |
|                                    |           | <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        | MTWTF--                            |       |                |                       |     | 3                 | \$850.00      |                         | 0.00          |             |               |                    |
| N 9                                | WEWS      | 09/17/12          | 09/23/12        | M-F 6-630p News<br>M-F 6-630p News | CM    | 6-630p         | MTWTF--               | :30 | 5                 | \$1,100.00    | P-2                     | 0.00          | NM          | 5             | \$5,500.00         |
|                                    |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    |       |                |                       |     | <u>Spots/Week</u> | <u>Rate</u>   |                         | <u>Rating</u> |             |               |                    |
| Week:                              |           | 09/17/12          | 09/23/12        | MTWTF--                            |       |                |                       |     | 5                 | \$1,100.00    |                         | 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      | 09/17/12-09/23/12 |                 | M-F 6-630p News                    |       |                | 6-630p                |     | MTWThF----        | :30           | <del>(\$1,100.00)</del> | 0.00          | NM          |               |                    |
| See MG 9.6 [per bill]              |           |                   |                 |                                    |       |                |                       |     |                   |               |                         |               |             |               |                    |
| 6                                  | WEWS      | 09/20/12-09/21/12 |                 | M-F 6-630p News                    |       |                | 6-630p                |     | ---ThF----        | :30           | \$1,100.00              | 0.00          | NM          |               |                    |
| Ⓜ MG for 9.1 09/19 [N/A ON ENTRY ] |           |                   |                 |                                    |       |                |                       |     |                   |               |                         |               |             |               |                    |
| N 10                               | WEWS      | 09/17/12          | 09/23/12        | SA GMA 8-9a<br>SA GMA 8-9a         | CM    | 8-9a           | -----S-               | :30 | 2                 | \$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:                              |           | 09/17/12          | 09/23/12        | -----S-                            |       |                |                       |     | 2                 | \$500.00      |                         | 0.00          |             |               |                    |
| N 11                               | WEWS      | 09/23/12          | 09/23/12        | SU GMA 8-9A<br>SU 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:                              |           | 09/17/12          | 09/23/12        | -----S                             |       |                |                       |     | 1                 | \$500.00      |                         | 0.00          |             |               |                    |
| <b>Totals</b>                      |           |                   |                 |                                    |       |                |                       |     |                   |               |                         |               |             | <b>41</b>     | <b>\$28,600.00</b> |