



WEWS

# ORDER

Print Date 09/24/12

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Flight Dates 10/22/12-11/11/12

Contract / Revision 306211 /

Original Date / Revision  
07/27/12 09/17/12

Advertiser Ohio House Republican Org

Agency Midwest Communications &

Buying Contact

49 S Grant Avenue  
Columbus, OH 43125

Product

Candidate D

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 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%		
WEWS Local Political	%		

Order Share 25% Market Value 532000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	75%	399000
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	47	\$50,915.00	\$59,900.00	151.20	10/01/12	10/28/12	47	\$50,915.00	\$59,900.00
November 2012	57	\$62,135.00	\$73,100.00	184.00	10/29/12	11/06/12	57	\$62,135.00	\$73,100.00
<b>Totals</b>	<b>104</b>	<b>\$113,050.00</b>	<b>\$133,000.00</b>	<b>335.20</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WEWS	10/22/12	11/06/12	M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	4	\$3,000.00	P-1	3.40	NM	9	\$27,000.00
				M-SU 11-1135P Late New											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF-S		4				\$3,000.00		3.40			
		Week: 10/29/12	11/04/12	MTWTF-S		4				\$3,000.00		3.40			



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Advertiser    **Ohio House Republican Or**    Product **Candidate D**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WEWS	10/22/12	11/06/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	4	\$3,000.00	P-1	3.40	NM	9	\$27,000.00
		<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	\$3,000.00		3.40			
E 2	WEWS	10/22/12	11/11/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	5	\$750.00	P-1	3.40	NM	11	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$750.00		3.40			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$750.00		3.40			
		Week: 11/05/12	11/11/12	MT-----					1	\$750.00		3.40			
E 3	WEWS	10/22/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$950.00	P-1	3.40	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$950.00		3.40			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$950.00		3.40			
		Week: 11/05/12	11/11/12	MT-----					1	\$950.00		3.40			
E 4	WEWS	10/22/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$950.00	P-1	3.40	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					3	\$950.00		3.40			
		Week: 10/29/12	11/04/12	MTWTF--					3	\$950.00		3.40			
		Week: 11/05/12	11/11/12	MT-----					1	\$950.00		3.40			
E 5	WEWS	10/22/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$650.00	P-2	3.20	NM	11	\$7,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$650.00		3.20			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$650.00		3.20			
		Week: 11/05/12	11/11/12	MT-----					1	\$650.00		3.20			
E 6	WEWS	10/22/12	11/06/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	5	\$1,200.00	P-1	3.20	NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$1,200.00		3.20			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$1,200.00		3.20			
		Week: 11/05/12	11/11/12	MT-----					1	\$1,200.00		3.20			
E 7	WEWS	10/22/12	11/06/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	5	\$1,000.00	P-2	3.20	NM	11	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$1,000.00		3.20			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$1,000.00		3.20			
		Week: 11/05/12	11/11/12	MT-----					1	\$1,000.00		3.20			
E 8	WEWS	10/22/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$2,500.00	P-1	3.20	NM	11	\$27,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$2,500.00		3.20			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$2,500.00		3.20			
		Week: 11/05/12	11/11/12	MT-----					1	\$2,500.00		3.20			
E 9	WEWS	10/22/12	11/06/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	5	\$1,200.00	P-2	3.20	NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$1,200.00		3.20			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$1,200.00		3.20			
		Week: 11/05/12	11/11/12	MT-----					1	\$1,200.00		3.20			
E 10	WEWS	10/22/12	11/06/12		CM	1135p-1207x	MTWTF--	:30	3	\$1,000.00	P-2	3.20	NM	7	\$7,000.00



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Advertiser **Ohio House Republican Or** Product **Candidate D**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
				M-F 1135p-1202a Nightlir											
				M-F 1135p-1202a Nightlir											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--			3		\$1,000.00			3.20			
Week:		10/29/12	11/04/12	MTWTF--			3		\$1,000.00			3.20			
Week:		11/05/12	11/11/12	MT-----			1		\$1,000.00			3.20			
E 11	WEWS	10/22/12	11/04/12	SA-SU GMA 8-9a	CM	8-9a	-----SS	:30	2	\$700.00	P-2	3.20	NM	4	\$2,800.00
				SA-SU GMA 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----SS			2		\$700.00			3.20			
Week:		10/29/12	11/04/12	-----SS			2		\$700.00			3.20			
E 12	WEWS	10/22/12	11/04/12	SA 12a-1a CSI Miami Late	CM	12a-1a	-----S-	:30	2	\$650.00	P-1	2.10	NM	4	\$2,600.00
				SA CSI Miami Late											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-			2		\$650.00			2.10			
Week:		10/29/12	11/04/12	-----S-			2		\$650.00			2.10			
													Totals	104	\$133,000.00