



WEWS

# ORDER

Print Date 10/03/12

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Flight Dates **09/24/12-10/07/12**

Contract / Revision      **311957 /**

Original Date / Revision  
09/21/12    09/26/12

Advertiser **Ohio House Republican Org**

Agency    **Midwest Communications &**

Buying Contact

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

Product

**Candidate B**

Agency Com    15%

Billing Contact

**7720 Benson Road  
Carroll, OH 43112**

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-2

Advertiser Ref

Primary Account Executive  
WEWS Local Political

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

Order Share 100% Market Value 50300

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	24	\$19,890.00	\$23,400.00	0.00	08/27/12	09/30/12	24	\$19,890.00	\$23,400.00
October 2012	27	\$22,865.00	\$26,900.00	0.00	10/01/12	10/07/12	27	\$22,865.00	\$26,900.00
<b>Totals</b>	<b>51</b>	<b>\$42,755.00</b>	<b>\$50,300.00</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> Spots    Amount	
N 1	WEWS	09/24/12	10/07/12	M-F 11-1135P Late News M-F 11-1135P Late News	SM	11-1135p	MTWTF--	:30	4	\$2,400.00	P-2	0.00	NM	9	\$21,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		4				\$2,400.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--		5				\$2,400.00		0.00			
N 2	WEWS	09/24/12	10/07/12		CM	5-6a	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	6	\$2,400.00



**WEWS**

Print Date: 10/03/12

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Contract / Revision     **311957**     Flight Dates **09/24/12-10/07/12**

Hiatus Dates

Original Date / Revision    09/21/12/    09/26/12

Order Sep    00:20:00

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

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots    Amount	
				M-F GMC 5-6a M-F GMC 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					3	\$400.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					3	\$400.00		0.00			
N 3	WEWS	09/24/12	10/07/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	7	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					3	\$550.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					4	\$550.00		0.00			
N 4	WEWS	09/24/12	10/07/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$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: 09/24/12	09/30/12	MTWTF--					3	\$600.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					3	\$600.00		0.00			
N 5	WEWS	09/24/12	10/07/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	7	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					3	\$550.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					4	\$550.00		0.00			
N 6	WEWS	09/24/12	10/07/12	M-F 12-1230pm News 12pNews	CM	12p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	6	\$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: 09/24/12	09/30/12	MTWTF--					3	\$800.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					3	\$800.00		0.00			
N 7	WEWS	09/24/12	10/07/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$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: 09/24/12	09/30/12	MTWTF--					3	\$1,300.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					3	\$1,300.00		0.00			
N 8	WEWS	09/24/12	10/07/12	SA-SU GMA 8-9a SA-SU GMA 8-9a	CM	8-9a	-----SS	:30	2	\$600.00	P-2	0.00	NM	4	\$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: 09/24/12	09/30/12	-----SS					2	\$600.00		0.00			
		Week: 10/01/12	10/07/12	-----SS					2	\$600.00		0.00			
<b>Totals</b>														<b>51</b>	<b>\$50,300.00</b>