



WEWS

ORDER

Print Date 10/18/12

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Flight Dates **09/24/12-10/14/12**

Contract / Revision **311445 /**

Original Date / Revision
09/18/12 09/21/12

Advertiser **Ohio Supreme Court 2012**

Agency **Midwest Communications &**

Buying Contact

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

Product
Cand O'donnell/Cupp

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 AGY POL CAND

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 48800

| 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 | 22 | \$13,940.00 | \$16,400.00 | 0.00 | 08/27/12 | 09/30/12 | 22 | \$13,940.00 | \$16,400.00 |
| October 2012 | 43 | \$27,540.00 | \$32,400.00 | 0.00 | 10/01/12 | 10/14/12 | 43 | \$27,540.00 | \$32,400.00 |
| Totals | 65 | \$41,480.00 | \$48,800.00 | 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 | 09/24/12 | 10/14/12 | M-F GMC 5-6a M-F GMC 5-6a | CM | 5-6a | MTWTF-- | :30 | 4 | \$400.00 | P-2 | 0.00 | NM | 11 | \$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: 09/24/12 | 09/30/12 | MTWTF-- | | | | | 4 | \$400.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | MTWTF-- | | | | | 4 | \$400.00 | | 0.00 | | | |
| | | Week: 10/08/12 | 10/14/12 | MTWTF-- | | | | | 3 | \$400.00 | | 0.00 | | | |



WEWS

Print Date: 10/18/12

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Contract / Revision **311445** Flight Dates **09/24/12-10/14/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Ohio Supreme Court 2012** Product **Cand O'donnell/Cupp**

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 | 09/24/12 | 10/14/12 | M-F GMC 6-7a M-F GMC 6-7a | CM | 6-7a | MTWTF-- | :30 | 3 | \$550.00 | P-2 | 0.00 | NM | 9 | \$4,950.00 |
| | | <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-- | | | | | 3 | \$550.00 | | 0.00 | | | |
| | | Week: 10/08/12 | 10/14/12 | MTWTF-- | | | | | 3 | \$550.00 | | 0.00 | | | |
| N 3 | WEWS | 09/24/12 | 10/14/12 | M-F GMA 7-9a M-F GMA 7-9a | CM | 7-9a | MTWTF-- | :30 | 3 | \$600.00 | P-2 | 0.00 | NM | 9 | \$5,400.00 |
| | | <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 | MTWTF-- | | | | | 3 | \$600.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | MTWTF-- | | | | | 3 | \$600.00 | | 0.00 | | | |
| | | Week: 10/08/12 | 10/14/12 | MTWTF-- | | | | | 3 | \$600.00 | | 0.00 | | | |
| N 4 | WEWS | 09/24/12 | 10/14/12 | M-F 12-1230pm News 12-1230p News | CM | 12-1p | MTWTF-- | :30 | 5 | \$800.00 | P-2 | 0.00 | NM | 15 | \$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: 09/24/12 | 09/30/12 | MTWTF-- | | | | | 5 | \$800.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | MTWTF-- | | | | | 5 | \$800.00 | | 0.00 | | | |
| | | Week: 10/08/12 | 10/14/12 | MTWTF-- | | | | | 5 | \$800.00 | | 0.00 | | | |
| N 5 | WEWS | 09/24/12 | 10/14/12 | M-F 5-6p News M-F 5-6p News | CM | 5-6p | MTWTF-- | :30 | 3 | \$950.00 | P-2 | 0.00 | NM | 9 | \$8,550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 09/24/12 | 09/30/12 | MTWTF-- | | | | | 3 | \$950.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | MTWTF-- | | | | | 3 | \$950.00 | | 0.00 | | | |
| | | Week: 10/08/12 | 10/14/12 | MTWTF-- | | | | | 3 | \$950.00 | | 0.00 | | | |
| N 6 | WEWS | 09/24/12 | 10/14/12 | M-F 6-630p News M-F 6-630p News | CM | 6-630p | MTWTF-- | :30 | 3 | \$1,300.00 | P-2 | 0.00 | NM | 9 | \$11,700.00 |
| | | <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 | | | |
| | | Week: 10/08/12 | 10/14/12 | MTWTF-- | | | | | 3 | \$1,300.00 | | 0.00 | | | |
| N 7 | WEWS | 09/24/12 | 10/14/12 | SA-SU GMA 8-9a SA-SU GMA 8-9a | CM | 8-9a | -----SS | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 3 | \$1,800.00 |
| | | <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 | -----SS | | | | | 1 | \$600.00 | | 0.00 | | | |
| | | Week: 10/01/12 | 10/07/12 | -----SS | | | | | 1 | \$600.00 | | 0.00 | | | |
| | | Week: 10/08/12 | 10/14/12 | -----SS | | | | | 1 | \$600.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 65 | \$48,800.00 |