

## ORDER



**Orders**  
**Order / Rev:** 697574  
**Alt Order #:**  
**Product Desc:** 2128- TV  
**Estimate:** 6069  
**Flight Dates:** 04/18/20 - 05/04/20  
**Original Date / Rev:** 04/17/20 / 04/17/20  
**Order Type:** GENERAL

WKBW

**Primary AE:** Gianna Elizardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Placement - Political  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Parlato/Republican/Congress  
**Demographic:** A35+  
**Product Codes:** PL Federal Candidate  
**Revenue Code 1:** DISC  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND

**New Business Thru:**  
**Advertiser External ID:** 261151  
**Agency External ID:** 121403  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/30/20	04/26/20	26	\$5,850.00	\$4,972.50
04/27/20	05/04/20	22	\$3,490.00	\$2,966.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2020	26	\$5,850.00	\$4,972.50	0.00
May 2020	22	\$3,490.00	\$2,966.50	0.00
<b>Totals</b>	<b>48</b>	<b>\$9,340.00</b>	<b>\$7,939.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Gianna Elizardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKBW	04/20/20	05/01/20	M-F 6-7am News M-F 6-7am News	CM	6-7am	M-W-F--	:30	3	\$120.00	P-3	0.00	NM	6	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/20/20	04/26/20	M-W-F--		3				\$120.00		0.00			
		Week: 04/27/20	05/03/20	M-W-F--		3				\$120.00		0.00			
N 2	WKBW	04/20/20	05/04/20	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	MT-T---	:30	2	\$145.00	P-3	0.00	NM	5	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/20/20	04/26/20	-T-T---		2				\$145.00		0.00			
		Week: 04/27/20	05/03/20	-T-T---		2				\$145.00		0.00			
		Week: 05/04/20	05/10/20	M-----		1				\$145.00		0.00			
N 3	WKBW	04/20/20	05/04/20	M-F 12pm News M-F 12pm News	CM	12-1230pm	MTWTF--	:30	2	\$125.00	P-3	0.00	NM	8	\$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: 04/20/20	04/26/20	MT-T---		3				\$125.00		0.00			
		Week: 04/27/20	05/03/20	MT-TF--		4				\$125.00		0.00			
		Week: 05/04/20	05/10/20	M-----		1				\$125.00		0.00			
N 4	WKBW	04/20/20	05/03/20	M-F 5-6pm News M-F 5-6pm News	CM	5-6pm	MTWTF--	:30	2	\$135.00	P-3	0.00	NM	5	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/20/20	04/26/20	M-W-F--		3				\$135.00		0.00			

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 Flight Dates: 04/18/20 - 05/04/20

Advertiser: Parlato/Republican/Congress  
 Product Desc: 2128- TV  
 Estimate: 6069

WKBW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 04/27/20	05/03/20	- T- T- -		2			\$135.00	0.00					
N 5	WKBW	04/20/20	05/04/20	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	MTWTF- -	:30	2	\$290.00	P-3	0.00	NM	6	\$1,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 04/20/20	04/26/20	- T- T- -		2			\$290.00	0.00					
		Week: 04/27/20	05/03/20	M- W- F- -		3			\$290.00	0.00					
		Week: 05/04/20	05/10/20	M- - - - -		1			\$290.00	0.00					
N 6	WKBW	04/18/20	05/03/20	SA 6-630pm News SA 6-630pm News	CM	6-630pm	- - - - - S-	:30	1	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 04/13/20	04/19/20	- - - - - S-		1			\$125.00	0.00					
		Week: 04/20/20	04/26/20	- - - - - S-		1			\$125.00	0.00					
		Week: 04/27/20	05/03/20	- - - - - S-		1			\$125.00	0.00					
N 7	WKBW	04/18/20	05/03/20	SU 6-630pm News SU 6-630pm News	CM	6-630pm	- - - - - S	:30	1	\$160.00	P-3	0.00	NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 04/13/20	04/19/20	- - - - - S		1			\$160.00	0.00					
		Week: 04/20/20	04/26/20	- - - - - S		1			\$160.00	0.00					
		Week: 04/27/20	05/03/20	- - - - - S		1			\$160.00	0.00					
N 8	WKBW	04/20/20	04/26/20	NFL Prime Draft NFL Prime Draft	CM	7-1130pm	- - - T- - -	:30	1	\$1,240.00	P-3	0.00	NM	1	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 04/20/20	04/26/20	- - - T- - -		1			\$1,240.00	0.00					
N 9	WKBW	04/18/20	05/03/20	SA 8-9am GMA SA 8-10am GMA	CM	8-10AM	- - - - - S-	:30	1	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 04/13/20	04/19/20	- - - - - S-		1			\$100.00	0.00					
		Week: 04/20/20	04/26/20	- - - - - S-		1			\$100.00	0.00					
		Week: 04/27/20	05/03/20	- - - - - S-		1			\$100.00	0.00					
N 10	WKBW	04/18/20	05/03/20	SU 8-9am GMA SU 8-9am GMA	CM	8-9am	- - - - - S	:30	1	\$135.00	P-3	0.00	NM	3	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 04/13/20	04/19/20	- - - - - S		1			\$135.00	0.00					
		Week: 04/20/20	04/26/20	- - - - - S		1			\$135.00	0.00					
		Week: 04/27/20	05/03/20	- - - - - S		1			\$135.00	0.00					
N 11	WKBW	04/18/20	05/03/20	SU 9-10am This Week SU 9-10am This Week	CM	9-10am	- - - - - S	:30	1	\$120.00	P-3	0.00	NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 04/13/20	04/19/20	- - - - - S		1			\$120.00	0.00					
		Week: 04/20/20	04/26/20	- - - - - S		1			\$120.00	0.00					
		Week: 04/27/20	05/03/20	- - - - - S		1			\$120.00	0.00					
N 12	WKBW	04/20/20	04/26/20	NFL Prime Draft NFL Prime Draft	CM	7-1130pm	- - - - F- -	:30	1	\$825.00	P-3	0.00	NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 04/20/20	04/26/20	- - - - F- -		1			\$825.00	0.00					
N 13	WKBW	04/20/20	04/26/20	NFL Draft Special NFL Draft Special	CM	12-7pm	- - - - - S-	:30	1	\$495.00	P-3	0.00	NM	1	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 04/20/20	04/26/20	- - - - - S-		1			\$495.00	0.00					
													Totals	48	\$9,340.00