

kypost.com

ORDER

Flight Dates 10/09/12-11/06/12

<u>Order Sep</u> 00:30:00

Product Estimate # 2452

Contract / Revision 304458 / Candidate. OH - US SEN JOSH MA Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

07/12/12 07/12/12 Billing Contact Order Type GENERAL

Billing Cycle EOM/EOC

Advertiser Mandel/ Republican/ U.S. Se

7669 Stagers Loop

Delaware, OH 43015

Billing Calendar BROADCAST

Delaware, OH 43015

Agency Strategic Media Placement Demographic A35+

Buying Contact

Rev Codes

POL POL CAND

Sales Office EWSDC Product Codes PL

7669 Stagers Loop Sales Region NAT Priority P-2

Deleware, OH 43015 Agency Ref Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Competing St	Competing Station % of Order					
CABLE	%					
UNKWN	100%					
WBQC	%					
WCET	%					
WCVN	%					
WKON	%					
WKRC	%					
WLWT	%					
WPTO	%					
WSTR	%					
WXIX	%					

Market Value

Order Share %

Order Totals Billing Plan

of Spots Rating Start Date End Date Month Net Amount Gross Amount # Spots **Net Amount Gross Amount** October 2012 116 \$109,968.75 \$129,375.00 0.00 10/01/12 10/28/12 116 \$109,968.75 \$129,375.00 0.00 10/29/12 11/06/12 \$46,686.25 \$54,925.00 November 2012 52 \$46,686.25 \$54,925.00 52

Totals 168 \$156,655.00 \$184,300.00 0.00

										Tot	als
Ln Ch Sta	art End	Inventory Code	Break	Start/End 7	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
N 1 WCPO 10/0	09/12 11/06/12	M-F GMTS 6-7a	CM	6-7a	MTWTF	:30	3	\$600.00 P-2	0.00 NM	20	\$12,000.00
		M-F GMTS 6-7a									
Start Da	te End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12	2 10/14/12	- TWTF	3	\$600.00	0.00						
Week: 10/15/12	2 10/21/12	MTWTF	5	\$600.00	0.00						
Week: 10/22/12	2 10/28/12	MTWTF	5	\$600.00	0.00						
Week: 10/29/12	2 11/04/12	MTWTF	5	\$600.00	0.00						
Week: 11/05/12	2 11/11/12	МГ	2	\$600.00	0.00						
N 2 WCPO 10/0	09/12 11/06/12	M-F GMA 7-9am	CM	7-9a	MTWTF	:30	3	\$600.00 P-2	0.00 NM	20	\$12,000.00
		M-F GMA 7-9am									
Start Da	te End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				ı		

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act / Revision 304458 Flight Dates 10/09/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 07/12/12/ 07/12/12 <u>Order Sep</u> 00:30:00

Advertiser Mandel/ Republican/ U.S. S Product Candidate. OH - US SEN JCEstimate # 2452

									Tot	als
Ln Ch Start End	Inventory Code	Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type		Amount
N 2 WCPO 10/09/12 11/06/12	M-F GMA 7-9am M-F GMA 7-9am	СМ	7-9a	МГЖГБ	:30	3	\$600.00 P-2	0.00 NM	20	\$12,000.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	- TWTF	3	\$600.00	0.00						
Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	MTWTF MTWTF	5	\$600.00 \$600.00	0.00						
Week: 10/22/12 10/26/12 Week: 10/29/12 11/04/12	MTWTF	5 5	\$600.00	0.00 0.00						
Week: 11/05/12 11/11/12	МΓ	2	\$600.00	0.00						
N 3 WCPO 10/09/12 11/06/12	SA GMTS 8-9a SA GMTS 8-9a	СМ	8-9a	S-	:30	1	\$400.00 P-2	0.00 NM	4	\$1,600.00
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	S-	1	\$400.00	0.00						
Week: 10/15/12 10/21/12	S-	1	\$400.00	0.00						
Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12	S- S-	1	\$400.00 \$400.00	0.00 0.00				I		
Week: 11/05/12 11/11/12		0	\$0.00	0.00						
N 4 WCPO 10/09/12 11/06/12	SU GMA 7-8a SU GMA 7-8a	СМ	7-8a	S	:30	1	\$375.00 P-2	0.00 NM	4	\$1,500.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	S	1	\$375.00	0.00						
Week: 10/15/12 10/21/12	S	1	\$375.00	0.00						
Week: 10/22/12 10/28/12	S S	1	\$375.00	0.00						
Week: 10/29/12 11/04/12 Week: 11/05/12 11/11/12	3	1	\$375.00 \$0.00	0.00 0.00						
N 5 WCPO 10/09/12 11/06/12		СМ	8-9a	S	:30	1	\$400.00 P-2	0.00 NM	4	\$1,600.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	S	1	\$400.00	0.00						
Week: 10/15/12 10/21/12	S	1	\$400.00	0.00						
Week: 10/22/12 10/28/12	S	1	\$400.00	0.00						
Week: 10/29/12 11/04/12	S	1	\$400.00	0.00				•		
Week: 11/05/12 11/11/12	CII 0 40a	0	\$0.00	0.00	.20		\$900 00 D 3	0.00 NIM	4	\$2,200,00
N 6 WCPO 10/09/12 11/06/12	SU9-10a	CM	9-10a		:30	1	\$800.00 P-2	0.00 NM	4	\$3,200.00
Start Date End Date	Weekdays C	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12 Week: 10/15/12 10/21/12	S S	1	\$800.00 \$800.00	0.00 0.00				•		
Week: 10/13/12 10/21/12 Week: 10/22/12 10/28/12	S	1	\$800.00	0.00						
Week: 10/29/12 11/04/12	S	1	\$800.00	0.00						
Week: 11/05/12 11/11/12		0	\$0.00	0.00						
N 7 WCPO 10/09/12 11/06/12	M-F 11a-12p M-F 11a-12p	СМ	11a-12p	МГЖГБ	:30	3	\$600.00 P-2	0.00 NM	12	\$7,200.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	- TWTF	2	\$600.00	0.00						
Week: 10/15/12 10/21/12	MTWTF MTWTF	3	\$600.00	0.00						
Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12	MTWTF	3	\$600.00 \$600.00	0.00 0.00						
Week: 11/05/12 11/11/12	МГ	1	\$600.00	0.00						
N 8 WCPO 10/09/12 11/06/12	M-F 12-1p News M-F 12-1p News	СМ	12-1p	МГЖГБ	:30	4	\$750.00 P-2	0.00 NM	16	\$12,000.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	- TWTF	3	\$750.00	0.00						
Week: 10/15/12 10/21/12	MTWTF	4	\$750.00	0.00						
Week: 10/22/12 10/28/12	MTWTF	4	\$750.00	0.00						
Week: 10/29/12 11/04/12	MTWTF	4	\$750.00	0.00				ı		



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Hiatus Dates

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<u>Original Date / Revision</u> 07/12/12/ 07/12/12 <u>Order Sep</u> 00:30:00

Advertiser Mandel/ Republican/ U.S. S Product Candidate. OH - US SEN JCEstimate # 2452

											Tot	<u>als</u>
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 8 WCPO	10/09/1	2 11/06/12	M-F 12-1p News M-F 12-1p News	СМ	12-1p	МГWГF	:30	4	\$750.00 P-2	0.00 NM	16	\$12,000.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/0		11/11/12	МГ	1	\$750.00	0.00						
		2 11/06/12	M-F 4-5p Ellen M-F 4-5p Ellen	СМ	358-5p	МГWГF	:30	3	\$1,500.00 P-2	0.00 NM	12	\$18,000.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/14/12	- TWTF		\$1,500.00	0.00						
Week: 10/		10/21/12	MTWTF		\$1,500.00	0.00						
Week: 10/2		10/28/12	MTWTF		\$1,500.00	0.00						
Week: 10/2 Week: 11/0		11/04/12 11/11/12	МГWГF М		\$1,500.00	0.00 0.00						
					\$1,500.00	MTWTF	:30		\$4 F00 00 D 2	0.00 NM	16	£24.000.00
			M-F 5-530p News M-F 5-530p News		5-530p		.30	4	\$1,500.00 P-2	U.UU INIVI	16	\$24,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10/0		10/14/12	- TWTF MTWTF		\$1,500.00	0.00						
Week: 10/2 Week: 10/2		10/21/12 10/28/12	MTWTF		\$1,500.00 \$1,500.00	0.00 0.00						
Week: 10/2		11/04/12	MTWTF		\$1,500.00	0.00						
Week: 11/0		11/11/12	M		\$1,500.00	0.00						
			M-F 530-6p News		528-6p	МГЖГБ	:30	4	\$1,500.00 P-2	0.00 NM	16	\$24,000.00
			M-F 530-6p News	S	·				**,****			* = *,******
	rt Date	End Date	<u>Weekdays</u> - TWTF	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0 Week: 10/		10/14/12 10/21/12	- 1W1F МГWГF		\$1,500.00 \$1,500.00	0.00 0.00						
Week: 10/2		10/21/12	MTWTF		\$1,500.00	0.00						
Week: 10/2		11/04/12	MTWTF		\$1,500.00	0.00						
Week: 11/0	05/12	11/11/12	M	1	\$1,500.00	0.00						
N12 WCPO	10/09/1	2 11/06/12	M-F 6-630p News		558-630p	МГWГF	:30	5	\$1,500.00 P-2	0.00 NM	20	\$30,000.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/14/12	- TWTF		\$1,500.00	0.00						
Week: 10/		10/21/12	MTWTF		\$1,500.00	0.00						
Week: 10/2		10/28/12	MTWTF		\$1,500.00	0.00						
Week: 10/2 Week: 11/0		11/04/12 11/11/12	MTWTF	5	\$1,500.00 \$0.00	0.00 0.00						
			SU 6-7p News	CM	558-7p	S	:30		\$1,000.00 P-2	0.00 NM	4	\$4,000.00
N 13 WCFO	10/09/1	2 11/06/12	SU 6-7p News	CIVI	556-7p		.30	'	\$1,000.00 F-2	U.UU INIVI	4	φ4,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 10/0		10/14/12	S		\$1,000.00	0.00						
Week: 10/2 Week: 10/2		10/21/12 10/28/12	S S		\$1,000.00 \$1,000.00	0.00 0.00						
Week: 10/2		11/04/12	S		\$1,000.00	0.00						
Week: 11/0		11/11/12		0	\$0.00	0.00						
N14 WCPO			M-F 730-8p	СМ	The List 73	Op-8p MTWTF	:30	3	\$600.00 P-2	0.00 NM	12	\$7,200.00
			The List	0								
	rt Date	End Date	Weekdays TWTE	Spots/Week	Rate	Rating						
Week: 10/0 Week: 10/		10/14/12 10/21/12	- TWFF MTWFF	2	\$600.00 \$600.00	0.00 0.00						
Week: 10/2		10/21/12	MTWTF	3	\$600.00	0.00						
Week: 10/2		11/04/12	MTWTF	3	\$600.00	0.00						
Week: 11/0	05/12	11/11/12	M	1	\$600.00	0.00						
N15 WCPO	10/09/1	2 11/06/12	Thursday Prime E		9-10p	T	:30	1	\$6,500.00 P-2	0.00 NM	4	\$26,000.00
			Thursday Prime E	3								

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Print Date: 08/06/12

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<u>Contract / Revision</u> 304458 <u>Flight Dates</u> 10/09/12-11/06/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 07/12/12/ 07/12/12 <u>Order Sep</u> 00:30:00

Advertiser Mandel/ Republican/ U.S. S Product Candidate. OH - US SEN JCEstimate # 2452

								Totals
Ln Ch Start End	Inventory Code	Break	Start/End 7	ime Days	Len Spots	Rate Pri	Rtg Type Spo	ots Amount
N15 WCPO 10/09/12 11/06/12	Thursday Prime B	CM	9-10p	T	:30 1	\$6,500.00 P-2	0.00 NM	4 \$26,000.00
	Thursday Prime B							
Start Date End Date	Weekdays Spo	ots/Week	Rate	Rating				
Week: 10/08/12 10/14/12	T	1	\$6,500.00	0.00				
Week: 10/15/12 10/21/12	T	1	\$6,500.00	0.00				
Week: 10/22/12 10/28/12	T	1	\$6,500.00	0.00				
Week: 10/29/12 11/04/12	T	1	\$6,500.00	0.00				
Week: 11/05/12 11/11/12		0	\$0.00	0.00				

Totals 168\$184,300.00

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