## ORDER

Orders Order / Rev: 1248332 08254703 Alt Order #:

> PORTMANFORSEN/3119 Product Desc:

3119 Estimate:

06/24/16 - 06/28/16 Flight Dates:

05/23/16 / 05/23/16 Original Date / Rev:

Order Type: Political Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

Mentzer Media Services/ POL Name: Agency

> **Buying Contact:** Billing Contact:

> > 600 Fairmount Ave. Suite 306

Towson, MD 21286

Billing Type: Cash

Broadcast Billing Calendar:

Billing Cycle: EOM/EOC

Agency Commission:

15%

Advertiser Name: Portman for US Senate New Business Thru:

> A21-34 Demographic:

**Product Codes:** PL-Federal Priority: P05-SB

Revenue Codes: AGY, (POL) Political, (POL) Candidate

00:15:00 Order Separation:

Advertiser External ID:

Agency External ID:

3924AG

88459

Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/30/16	06/26/16	7	\$19,500.00	\$16,575.00
06/27/16	06/28/16	7	\$11,000.00	\$9,350.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
June 2016	7	\$19,500.00	\$16,575.00	0.00
July 2016	7	\$11,000.00	\$9,350.00	0.00
Totals	14	\$30,500.00	\$25,925.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	39%	\$30,500.00
Market	100%	\$78,205.13

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	26%	\$20,333.33
WJW	19%	\$14,858.97
WOIO	8%	\$6,256.41
WUAB	8%	\$6,256.41

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri Rtg Type	Spots	Amount
E 1 WKYC	06/24/16	06/24/16	Today Show 3	CM	10-11a	F	1:00	1	\$400.00 P05-\$ 0.00 NM	1	\$400.00
			Today Show 3								
TARGET	T 8 INDEX	(: 129. NIEI	LSEN: 0.7 TODAY	SHOW III							
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 06/2	20/16	06/26/16	F	1	\$400.00	0.00					
E 2 WKYC	06/24/16	06/24/16	Today Show	CM	7-9a	F	1:00	1	\$1,500.00 P05-\$ 0.00 NM	1	\$1,500.00
			Today Show								
TARGET	T 8 INDEX	(: 125. NIEI	LSEN: 2.1 TODAY	SHOW							
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 06/2	20/16	06/26/16	F	1	\$1,500.00	0.00					
E 3 WKYC	06/24/16	06/24/16	Fri Prime Other	CM	8-10p	F	1:00	1	\$4,000.00 P05-£ 0.00 NM	1	\$4,000.00
			AGT		(8:00 PM-10	:00 PM)					

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Order / Rev: 1248332 Advertiser: Portman for US Senate

Alt Order #: 08254703 Product Desc: PORTMANFORSEN/3119 WKYC

Flight Dates: 06/24/16 - 06/28/16 Estimate: 3119

Ln Ch Start	End	Inventory Code		Start/End		Len Sp	oots R	ate Pri	Rtg Type	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/20/16	06/26/16	F	1	\$4,000.00	0.00						
E 4 WKYC 06/24/1		Today Show 2 Today Show 2 LSEN: 1.2 TODAY	CM	9-10a	F	1:00	1 \$60	0.00 P05-9	0.00 NM	1	\$600.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/20/16	06/26/16	F	1	\$600.00	0.00						
E 5 WKYC 06/27/1		Today Show 3 Today Show 3 LSEN: 0.7 TODAY	CM CSHOW III	10-11a	M	1:00	1 \$40	0.00 P05-S	0.00 NM	1	\$400.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/27/16	07/03/16	M	1	\$400.00	0.00						
E 6 WKYC 06/27/1		Today Show Today Show	CM	7-9a	М	1:00	1 \$1,50	0.00 P05-S	0.00 NM	1	\$1,500.00
Start Date	End Date	LSEN: 2.1 TODAY Weekdays	Spots/Week	Rate	Rating						
Week: 06/27/16	07/03/16	M	1	\$1,500.00	0.00						
E 7 WKYC 06/27/1		Today Show 2 Today Show 2 LSEN: 1.2 TODAY	CM	9-10a	M	1:00	1 \$60	0.00 P05-S	0.00 NM	1	\$600.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/27/16	07/03/16	M	1	\$600.00	0.00						
E 8 WKYC 06/25/1	16 06/25/16	7-730p Sa SA 7-730P	СМ	7-730p	S-	1:00	1 \$1,00	0.00 P05-	0.00 NM	1	\$1,000.00
TARGET 8 INDI	EX: 113. NIE	LSEN: 1.7 CH 3 N	IEWS: POLITIO	CS & PEOPL	E						
Start Date Week: 06/20/16	End Date 06/26/16	Weekdays	Spots/Week	Rate \$1,000.00	Rating 0.00						
E 9 WKYC 06/25/1		Prime Olympic T		Prime Olym	npic Triε S-	1:00	1 \$6,00	0.00 P05-S	0.00 NM	1	\$6,000.00
TARGET 8 INDI	EX: 111. NIE	9-11p LSEN: 1.6 OLYMF	PIC TRIALS \$3	(8:00 PM-11 000	I:00 PM)						
Start Date Week: 06/20/16	End Date 06/26/16	Weekdays	Spots/Week	Rate \$6,000.00	Rating 0.00						
E 10 WKYC 06/26/1	16 06/26/16	Prime Olympic T	rial Oth@M	Prime Olym	npic Triε S	1:00	1 \$6,00	0.00 P05-	0.00 NM	1	\$6,000.00
TARGET 8 INDI	EX: 111. NIE	9-11p LSEN: 1.6 OLYMF	PIC TRIALS \$3	(8:00 PM-11 3000	I:00 PM)						
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/20/16	06/26/16	S	1	\$6,000.00	0.00						<b></b>
E 11 WKYC 06/28/1	16 06/28/16	Today Show 3 Today Show 3	СМ	10-11a	- T	1:00	1 \$40	0.00 P05-9	0.00 NM	1	\$400.00
TARGET 8 INDI	EX: 129. NIE	LSEN: 0.7 TODAY	/ SHOW III								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/27/16 E 12 WKYC 06/28/1	07/03/16	Local News @ 6a	a M-F CM	\$400.00 6a-7a	0.00 - T	1:00	1 \$1.50	0 00 P05-9	0.00 NM	1	\$1,500.00
E 12 WICTO 00/20/1	10 00/20/10	Channel 3 News			1	1.00	ι ψι,ου	0.001 00 (	. 0.00 14101	'	Ψ1,000.00
TARGET 8 INDI	EX: 123. NIE	LSEN: 1.8 CH 3 N	IEWS TODAY								
Start Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate	Rating						
Week: 06/27/16 E 13 WKYC 06/28/1	07/03/16	Prime Olympic T	rial A CM	+ ,	0.00 npic Tria- T	1:00	1 \$6.00	n nn Pn5-9	0.00 NM	1	\$6,000.00
		Prime Olympic T	rial A	•	ιριο ττις- 1	1.00	ι φυ,υυ	0.00 F 00-0	, U.UU INIVI	<b>'</b>	ψυ,υυυ.υυ
		LSEN: 1.6 OLYMF		_	Pating						
Start Date Week: 06/27/16	End Date 07/03/16	Weekdays - T	Spots/Week 1	Rate \$6,000.00	Rating 0.00						
E 14 WKYC 06/28/1	16 06/28/16	Today Show 2	СМ	9-10a	- T	1:00	1 \$60	0.00 P05-	0.00 NM	1	\$600.00
TARGET 8 INDI	EX: 128. NIE	Today Show 2 LSEN: 1.2 TODAY	/ SHOW II								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 06/27/16	07/03/16	- T	1	\$600.00	0.00				Fotolo		\$20 F00 00