

# New Order

**Agency:** Mundy Katowitz Media  
**Office:** Washington  
**Client:** 321 - Priorities USA Action  
**Product:** 340 - Issue  
**Piggyback Product:**  
**Estimate:** 1567 - Priorities USA Action TV & Cable 10-30 to 11-6

**Station:** WJLA-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Billing Cycle:** Monthly  
**Billing Calendar:** Broadcast  
**Received in ePort:** 8/24/2012 9:24:59 AM

**Flight Start:** 10/30/2012  
**Flight End:** 11/06/2012  
**Hiatus:**

**Airtime Dollars:** \$64,450.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$64,450.00  
**Total Spots:** 44

**Primary Demo:**  
**Demo 2:**  
**Demo 3:**  
**GRP:** 0.00  
**CPP:** \$0.00  
**GIMP:** 0  
**CPM:** \$0.00  
**Comments:** Separation: 30

**Local/National:** Local  
**Rep Office:** WJLA-TV  
**AE:** Barbara Monares  
**Phone:**  
**OrderID:** 2265042  
**Status:** New

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	Spots						Total Spots	Rtg	CPP	Imp	CPM		
						10/30	10/31	11/1	11/2	11/3	11/4						11/5	11/6
1	TUWTFM 6A-7A GOOD-WASH 600A<	EM	\$1,000.00	C	30	0	1	0	1	0	0	0	1	3	0	\$0.00	0	\$0.00
2	TUWTFM 7A-9A GD MRN AMR- ABC<	EM	\$1,800.00	C	30	1	0	1	1	0	0	1	1	5	0	\$0.00	0	\$0.00
3	Sa 7A-8A GMA SAT	WK	\$850.00	C	30	0	0	0	0	1	0	0	0	1	0	\$0.00	0	\$0.00
4	Su 8A-9A GMA SUN	WK	\$750.00	C	30	0	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00
5	TUWTFM 9A-10A LIVE WITH KELLY<	DT	\$900.00	C	30	1	0	1	0	0	0	1	0	3	0	\$0.00	0	\$0.00
6	TUWTFM 10A-11A RACHAEL RAY<	DT	\$800.00	C	30	0	1	0	1	0	0	0	0	2	0	\$0.00	0	\$0.00
7	TUWTFM 11A-12P VIEW-ABC<	DT	\$1,300.00	C	30	0	1	1	0	0	0	1	0	3	0	\$0.00	0	\$0.00
8	TUWTFM 12P- 12:30P ABC7 NWS AT 12/AVG. ALL WKS	DT	\$1,200.00	C	30	1	1	1	1	0	0	1	0	5	0	\$0.00	0	\$0.00
9	TUWTFM 12:30P- 1P MILLIONAIRE	DT	\$900.00	C	30	0	1	0	1	0	0	0	0	2	0	\$0.00	0	\$0.00

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Line No	Daypart (Program)	DPT	Code	Rate	C/T	Len	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6	Total Spots	Rtg	CPP	Imp	CPM	
10	TuWThFM 1P-2P CHEW-ABC<		DT	\$900.00	C	30	0	0	1	0	0	0	1	0	2	0	\$0.00	0	\$0.00	
11	TuWThFM 3P-4P ANDERSON		EF	\$1,200.00	C	30	1	0	0	1	0	0	0	0	2	0	\$0.00	0	\$0.00	
12	TuWThFM 4P-5P KATIE		EF	\$1,700.00	C	30	0	1	0	0	0	0	1	0	2	0	\$0.00	0	\$0.00	
13	TuWThFM 5P-6P ABC7 NWS AT 5<		EN	\$1,800.00	C	30	1	0	1	0	0	0	0	0	2	0	\$0.00	0	\$0.00	
14	TuWThFM 6P-6:30P ABC7 NWS AT 6<		EN	\$2,000.00	C	30	0	1	0	0	0	0	1	0	2	0	\$0.00	0	\$0.00	
15	Su 6P-7P ABC 7 NEWS		PT	\$1,600.00	C	30	0	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00	
16	TuWThFM 7P-7:30P WHEEL-FORTNE<		PT	\$4,000.00	C	30	1	0	0	0	0	0	0	0	1	0	\$0.00	0	\$0.00	
17	TuWThFM 7:30P-8P JEOPARDY<		PT	\$5,000.00	C	30	0	0	1	0	0	0	0	0	1	0	\$0.00	0	\$0.00	
18	Sa 7P-7:30P WHEEL-FORTUNE		PT	\$1,800.00	C	30	0	0	0	0	1	0	0	0	1	0	\$0.00	0	\$0.00	
19	Sa 7:30P-8P JEOPARDY		PT	\$1,800.00	C	30	0	0	0	0	1	0	0	0	1	0	\$0.00	0	\$0.00	
20	TuWThFM 11:35P-12:05A NIGHTLINE		RT	\$1,700.00	C	30	0	0	1	0	0	0	1	0	2	0	\$0.00	0	\$0.00	
21	Su 11P-12A ABC7 NEWS		LF	\$1,600.00	C	30	0	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00	
22	Sa 12:05A-1:05A CASTLE		RT	\$450.00	C	30	0	0	0	0	1	0	0	0	1	0	\$0.00	0	\$0.00	
Total Spots:							6	7	8	6	4	3	8	2	44					
Total GRP:							0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0			
Cash\$ - Spots: \$64,450.00 - 44							Trade\$ - Spots: \$0.00 - Total Cost: \$64,450.00							Total CPP/CMF: \$0.00						

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Mundy Katowitz Media  
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

This broadcast time will be used by: Priorities USA Action

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

Yes
  No





WJLA Washington  
**MAKEGOOD NOTICE**

**TO: Casey Bassette**  
**FROM: Barbara Monares**  
**DATE: 8/27**

**CLIENT: Priorities USA Action Est 1567**

*I apologize for the inconvenience.*

**Pre-Empt:**

Date	Time	Program	Spot(s)	Length	Spot Cost	Total Cost
1-Nov	730p-8p	Jeopardy (not running due to Battle ground VA News Special)	1	:30	\$5,000	\$5,000
					\$0	\$0
					\$0	\$0
					\$0	\$0
					\$0	\$0
					\$0	\$0
					\$0	\$0
					\$0	\$0
					\$0	\$0
					\$0	\$0
<b>TOTAL</b>			<b>1</b>			<b>\$5,000</b>

**Makegoods**

Date	Time	Program	Spot(s)	Length	Spot Cost	Total Cost
1-Nov	7p-8p	Battleground Virginia News Special	1	:30	\$4,000	\$4,000
1-Nov	6a-7a	Good Morning Washington	1	:30	\$1,000	\$1,000
					\$0	\$0
					\$0	\$0
					\$0	\$0
					\$0	\$0
<b>TOTAL</b>			<b>2</b>			<b>\$5,000</b>

**PLEASE EITHER EMAIL ME "APPROVAL" OR  
 PRINT OUT, SIGN & FAX BACK TO ME AT 703-236-2341.**