



WEWS

ORDER

Print Date 10/03/12

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Flight Dates **09/25/12-10/01/12**

Contract / Revision **311219 /**

Original Date / Revision
09/14/12 10/01/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product
OFA Sked C Week 9.25-10.1.12

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1781**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 45660

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	42	\$38,024.75	\$44,735.00	0.00	08/27/12	09/30/12	42	\$38,024.75	\$44,735.00
October 2012	3	\$786.25	\$925.00	0.00	10/01/12	10/01/12	3	\$786.25	\$925.00
Totals	45	\$38,811.00	\$45,660.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
E 1	WEWS	09/25/12	10/01/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	1	\$400.00	P-2	0.00	NM	1	\$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	-TWTF--		1		\$400.00		0.00					
		Week: 10/01/12	10/07/12	-----		0		\$0.00		0.00					
E 2	WEWS	09/25/12	10/01/12		CM	6-7a	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	1	\$200.00



WEWS

Print Date: 10/03/12

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Contract / Revision **311219** Flight Dates **09/25/12-10/01/12** Hiatus Dates
 Original Date / Revision 09/14/12/ 10/01/12 Order Sep 00:20:00
 Advertiser **Obama / Democrat / Presid** Product **OFA Sked C Week 9.25-10.1** Estimate # **1781**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount		
				M-F GMC 6-7a												
				M-F GMC 6-7a												
		<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	- TWTF - -					1	\$200.00		0.00				
Week:		10/01/12	10/07/12	- - - - -					0	\$0.00		0.00				
E 3	WEWS	09/25/12	10/01/12	M-F GMA 7-9a	CM	7-9a	- TWTF - -	:30	6	\$210.00	P-3	0.00	NM	6	\$1,260.00	
				M-F GMA 7-9a												
		<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	- TWTF - -					6	\$210.00		0.00				
Week:		10/01/12	10/07/12	M - - - - -					1	\$210.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
14	WEWS	10/01/12-10/07/12		M-F GMA 7-9a					7-9a	M - - - - -	:30	(\$210.00)	0.00	NM		
Credited																
[Flight over. -\$6,585. Adding spots to est 1904 sked C.]																
E 4	WEWS	09/29/12	09/29/12	SA GMA 8-9a	CM	8-9a	- - - - - S -	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00	
				SA GMA 8-9a												
		<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	- - - - - S -					1	\$775.00		0.00				
E 5	WEWS	09/25/12	09/28/12	M-F 9-10a	CM	9-10a	- TWTF - -	:30	3	\$175.00	P-3	0.00	NM	3	\$525.00	
				M-F 9-10a												
		<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	- TWTF - -					3	\$175.00		0.00				
E 6	WEWS	09/25/12	10/01/12	M-F 10-11a	CM	10-11a	M TWTF - -	:30	5	\$225.00	P-3	0.00	NM	3	\$675.00	
				M-F 10-11a												
		<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	- TWTF - -					4	\$225.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
9	WEWS	09/24/12-09/30/12		M-F 10-11a					10-11a	- TWThF - - - -	:30	(\$225.00)	0.00	NM		
Credited																
[Flight over. -\$6,585. Adding spots to est 1904 sked C.]																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M - - - - -					2	\$300.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
10	WEWS	10/01/12-10/07/12		M-F 10-11a					10-11a	M - - - - -	:30	(\$300.00)	0.00	NM		
Credited																
[Flight over. -\$6,585. Adding spots to est 1904 sked C.]																
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
15	WEWS	10/01/12-10/07/12		M-F 10-11a					10-11a	M - - - - -	:30	(\$300.00)	0.00	NM		
Credited																
[Flight over. -\$6,585. Adding spots to est 1904 sked C.]																
E 7	WEWS	09/25/12	10/01/12	M-F 11-12p	CM	11a-12p	M TWTF - -	:30	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00	
				M-F 11-12p												
		<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	- TWTF - -					3	\$1,300.00		0.00				
Week:		10/01/12	10/07/12	- - - - -					0	\$0.00		0.00				
E 8	WEWS	09/25/12	09/28/12	M-F 12-1230pm News	CM	12-1p	- TWTF - -	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00	
				12-1230p News												
		<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	- TWTF - -					3	\$800.00		0.00				
E 9	WEWS	09/25/12	10/01/12	M-F 1-2p	CM	1-2p	M TWTF - -	:30	3	\$550.00	P-2	0.00	NM	2	\$1,100.00	
				M-F 1-2p												
		<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	- TWTF - -					2	\$550.00		0.00				
Week:		10/01/12	10/07/12	M - - - - -					1	\$550.00		0.00				



WEWS

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Contract / Revision **311219** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 10/01/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked C Week 9.25-10.1** Estimate # **1781**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	WEWS	09/25/12	10/01/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	M-----					1	\$550.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	6	WEWS	10/01/12-10/07/12	M-F 1-2p		1-2p	M-----	:30		(\$550.00)		0.00	NM		
	Credited [Flight over. -\$6,585. Adding spots to est 1904 sked C.]														
E 10	WEWS	09/25/12	10/01/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<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	-TWTF--					2	\$700.00		0.00			
	Week:	10/01/12	10/07/12	-----					0	\$0.00		0.00			
E 11	WEWS	09/25/12	10/01/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00
		<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	-TWTF--					3	\$225.00		0.00			
	Week:	10/01/12	10/07/12	M-----					1	\$225.00		0.00			
E 12	WEWS	09/25/12	10/01/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$370.00	P-3	0.00	NM	4	\$1,200.00
		<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	-TWTF--					3	\$300.00		0.00			
	Week:	10/01/12	10/07/12	M-----					1	\$350.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	8	WEWS	10/01/12-10/07/12	M-F 4-5p Dr. OZ		4-5p	M-----	:30		\$300.00		0.00	NM		
E 13	WEWS	09/25/12	10/01/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
		<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	-TWTF--					1	\$325.00		0.00			
	Week:	10/01/12	10/07/12	-----					0	\$0.00		0.00			
E 14	WEWS	09/25/12	09/28/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-TWTF--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<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	-TWTF--					1	\$1,300.00		0.00			
E 15	WEWS	09/25/12	09/30/12	M-F 7-730p 7-730p The List	CM	7-730p	-TWTF--	:30	2	\$500.00	P-3	0.00	NM	2	\$600.00
		<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	-TWTF--					2	\$500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	WEWS	09/24/12-09/30/12	M-F 7-730p		7-730p	-TWThF----	:30		\$300.00		0.00	NM		
	4	WEWS	09/24/12-09/30/12	M-F 7-730p		7-730p	-TWThF----	:30		\$300.00		0.00	NM		
E 16	WEWS	09/25/12	10/01/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	-TWTF--	:30	2	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<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	-TWTF--					2	\$400.00		0.00			
	Week:	10/01/12	10/07/12	M-----					1	\$400.00		0.00			
E 19	WEWS	09/25/12	09/30/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	-TWTF-S	:30	1	\$700.00	P-3	0.00	NM	1	\$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	-TWTF-S					1	\$700.00		0.00			
E 20	WEWS	09/30/12	09/30/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	0	\$0.00



WEWS

Print Date: 10/03/12

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Contract / Revision **311219** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 10/01/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked C Week 9.25-10.1** Estimate # **1781**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WEWS	09/30/12	09/30/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	0	\$0.00
		<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	-----S					1	\$5,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WEWS	09/24/12-09/30/12		Sunday Prime C		9-10p	-----Su	:30		(\$5,000.00)		0.00	NM		
See MG 20.3 [LS...tp oversold]															
3	WEWS	09/24/12-09/30/12		Sunday Prime A		7-8p	-----Su	:30		(\$5,000.00)		0.00	NM		
Ⓜ Credited [Flight over. -\$6,585. Adding spots to est 1904 sked C.]															
N 21	WEWS	09/25/12	10/01/12	Tuesday Prime Special Tuesday Prime Special	CM	DWTS SP Part II	-T-----	:30	1	\$3,800.00	P-3	0.00	NM	1	\$3,800.00
		<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	-T-----					1	\$3,800.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 22	WEWS	09/25/12	10/01/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<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	-T-----					1	\$6,000.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 23	WEWS	09/25/12	10/01/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<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	---T---					1	\$5,000.00		0.00			
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 24	WEWS	09/27/12	09/27/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$12,000.00	P-2	0.00	NM	1	\$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	---T---					1	\$12,000.00		0.00			
Totals														45	\$45,660.00