



WEWS

ORDER

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

Contract / Revision **311219 /**

Original Date / Revision
09/14/12 09/17/12

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 47190

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	45	\$38,288.25	\$45,045.00	0.00	08/27/12	09/30/12	45	\$38,288.25	\$45,045.00
October 2012	5	\$1,823.25	\$2,145.00	0.00	10/01/12	10/01/12	5	\$1,823.25	\$2,145.00
Totals	50	\$40,111.50	\$47,190.00	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	2	\$400.00



WEWS

Print Date: 09/19/12

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

Hiatus Dates

Original Date / Revision 09/14/12/ 09/17/12

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 - -	2	\$200.00	0.00								
Week:		10/01/12	10/07/12	- - - - -	0	\$0.00	0.00								
E 3	WEWS	09/25/12	09/28/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	- TWTF - -	:30	6	\$210.00	P-2	0.00	NM	6	\$1,260.00
		<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 - -	6	\$210.00	0.00								
E 4	WEWS	09/29/12	09/29/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	- - - - - S -	:30	1	\$600.00	P-2	0.00	NM	1	\$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	- - - - - S -	1	\$600.00	0.00								
E 5	WEWS	09/25/12	09/28/12	M-F 9-10a M-F 9-10a	CM	9-10a	- TWTF - -	:30	3	\$175.00	P-3	0.00	NM	3	\$525.00
		<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	\$175.00	0.00								
E 6	WEWS	09/25/12	10/01/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF - -	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
		<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 - -	4	\$300.00	0.00								
Week:		10/01/12	10/07/12	M - - - - -	1	\$300.00	0.00								
E 7	WEWS	09/25/12	10/01/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF - -	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<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	- - - - -	0	\$0.00	0.00								
E 8	WEWS	09/25/12	09/28/12	M-F 12pm News 12-1230p News	CM	12-1p	- TWTF - -	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<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								
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	3	\$1,650.00
		<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	\$550.00	0.00								
Week:		10/01/12	10/07/12	M - - - - -	1	\$550.00	0.00								
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	3	\$2,100.00
		<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	M - - - - -	1	\$700.00	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-2	0.00	NM	4	\$1,480.00
		<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	\$370.00	0.00								
Week:		10/01/12	10/07/12	M - - - - -	1	\$370.00	0.00								
E 13	WEWS	09/25/12	10/01/12		CM	5-6p	MTWTF - -	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00



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Hiatus Dates

Original Date / Revision 09/14/12/ 09/17/12

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	<u>Totals</u> Spots Amount		
				M-F 5-6p News												
				M-F 5-6p 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 - -					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	CM	6-630p	- TWTF - -	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00	
				M-F 6-630p 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 - -					1	\$400.00		0.00				
E 15	WEWS	09/25/12	09/30/12	M-F 7-730p	CM	7-730p	- TWTF - -	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00	
				7-730p The List												
		<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				
E 16	WEWS	09/25/12	09/30/12	M-F 730-8P	CM	730-8p	- TWTF - -	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00	
				730-8p Let's Ask America												
		<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				
E 19	WEWS	09/25/12	09/30/12	M-SU 11-1135P Late News	CM	11-1135p	- TWTF - S	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00	
				M-SU 11-1135P Late 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 - S					1	\$700.00		0.00				
E 20	WEWS	09/30/12	09/30/12	Sunday Prime C	CM	9-10p	- - - - - S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00	
				Sunday Prime C												
		<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				
N 21	WEWS	09/25/12	10/01/12	Tuesday Prime Special	CM	DWTS SP Part II	- T - - - - -	:30	1	\$3,800.00	P-3	0.00	NM	1	\$3,800.00	
				Tuesday Prime Special												
		<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	CM	10-11p	- T - - - - -	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00	
				Tuesday Prime C												
		<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	CM	10-11p	- - - T - - -	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00	
				Thursday Prime C												
		<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	CM	9-10p	- - - T - - -	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00	
				Thursday Prime B												
		<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 50 \$47,190.00