



WEWS

ORDER

Print Date 09/28/12

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

Contract / Revision **312204 /**

Original Date / Revision
09/28/12 09/28/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

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

Product

OFA Add to Sked A 9.25-10.1

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 # **1844**

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-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

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

Order Share 100% Market Value 80225

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

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	21	\$50,468.75	\$59,375.00	0.00
October 2012	8	\$17,722.50	\$20,850.00	0.00
Totals	29	\$68,191.25	\$80,225.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	21	\$50,468.75	\$59,375.00
10/01/12	10/01/12	8	\$17,722.50	\$20,850.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
1	WEWS	09/25/12	10/01/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$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	- TWTF--					1	\$400.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$400.00		0.00			
2	WEWS	09/25/12	10/01/12		CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	2	\$1,200.00



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Contract / Revision **312204** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Add to Sked A 9.25-10**. Estimate # **1844**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount		
				M-F GMA 7-9a 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--					1	\$600.00		0.00				
		Week: 10/01/12	10/07/12	M-----					1	\$600.00		0.00				
3	WEWS	09/25/12	10/01/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	1	\$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: 09/24/12	09/30/12	- TWTF--					1	\$550.00		0.00				
		Week: 10/01/12	10/07/12	M-----					1	\$550.00		0.00				
4	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	2	\$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	\$325.00		0.00				
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00				
5	WEWS	09/25/12	10/01/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00	
		<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	-----					0	\$0.00		0.00				
		Week: 10/01/12	10/07/12	M-----					1	\$4,500.00		0.00				
6	WEWS	09/25/12	10/01/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	: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	-----					0	\$0.00		0.00				
		Week: 10/01/12	10/07/12	M-----					1	\$12,000.00		0.00				
7	WEWS	09/25/12	10/01/12	Tuesday Prime Special Tuesday Prime Special	CM	DWTS Premiere II	-T-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00	
		<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	\$14,000.00		0.00				
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00				
8	WEWS	09/25/12	10/01/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$12,000.00	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	---T---					1	\$12,000.00		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>			
		1	WEWS	09/24/12-09/30/12	Thursday Prime B		9-10p		---Th----	:30	\$12,000.00	0.00	NM			
					<i>Credited</i>											
					[Credit spot. Adding spots to end of contract. Cash stays the same.]											
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00				
9	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				
10	WEWS	09/25/12	10/01/12	Friday Prime A Friday Prime A	CM	8-9p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00	
		<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	----F--					1	\$3,500.00		0.00				
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00				
11	WEWS	09/25/12	10/01/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$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	----F--					1	\$1,400.00		0.00				



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Contract / Revision **312204** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Add to Sked A 9.25-10**. Estimate # **1844**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
11	WEWS	09/25/12	10/01/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$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:	10/01/12	10/07/12	-----		0		\$0.00		0.00					
12	WEWS	09/25/12	10/01/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	: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	-----S		1		\$5,000.00		0.00					
	Week:	10/01/12	10/07/12	-----		0		\$0.00		0.00					
13	WEWS	09/25/12	10/01/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	: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	-----S		1		\$5,000.00		0.00					
	Week:	10/01/12	10/07/12	-----		0		\$0.00		0.00					
14	WEWS	09/25/12	10/01/12	Sunday Prime D Sunday Prime D	CM	10-11p	-----S	: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	-----S		1		\$5,000.00		0.00					
	Week:	10/01/12	10/07/12	-----		0		\$0.00		0.00					
15	WEWS	09/25/12	10/01/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<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	-TWTF--		1		\$900.00		0.00					
	Week:	10/01/12	10/07/12	M-----		1		\$900.00		0.00					
16	WEWS	09/25/12	10/01/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<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-S		1		\$2,400.00		0.00					
	Week:	10/01/12	10/07/12	-----		0		\$0.00		0.00					
17	WEWS	09/25/12	10/01/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	2	\$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--		1		\$600.00		0.00					
	Week:	10/01/12	10/07/12	M-----		1		\$600.00		0.00					
18	WEWS	09/25/12	10/01/12	MAC Football Daytime Mac Football Daytime	CM	12-330p	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<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		\$175.00		0.00					
	Week:	10/01/12	10/07/12	-----		0		\$0.00		0.00					
19	WEWS	09/25/12	10/01/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<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	-----S-		1		\$3,500.00		0.00					
	Week:	10/01/12	10/07/12	-----		0		\$0.00		0.00					
20	WEWS	09/25/12	10/01/12	Thursday Prime A Thursday Prime A	CM	8-9p	---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					
21	WEWS	09/25/12	10/01/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	: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>					



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Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Add to Sked A 9.25-10**. Estimate # **1844**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
21	WEWS	09/25/12	10/01/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	: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	-----		0				\$0.00		0.00				
		Week: 10/01/12	10/07/12	M-----		1				\$1,300.00		0.00				
22	WEWS	09/25/12	10/01/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	: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	-----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>			
	1	WEWS	09/24/12-09/30/12	Sunday Prime A		7-8p	-----Su	:30		(\$5,000.00)		0.00	NM			
			See MG 22.2 [brk oversold]													
	2	WEWS	09/24/12-09/30/12	Sunday Prime D		10-11p	-----Su	:30		\$5,000.00		0.00	NM			
			Ⓜ MG for 22.1 09/30													
		Week: 10/01/12	10/07/12	-----		0				\$0.00		0.00				
23	WEWS	09/25/12	10/01/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	: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	-----S-		1				\$400.00		0.00				
		Week: 10/01/12	10/07/12	-----		0				\$0.00		0.00				
24	WEWS	09/25/12	10/01/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$300.00	P-3	0.00	NM	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	-----S		1				\$300.00		0.00				
		Week: 10/01/12	10/07/12	-----		0				\$0.00		0.00				
														Totals	29	\$80,225.00