



WEWS

ORDER

Print Date 10/03/12

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Flight Dates **09/28/12-10/04/12**

Contract / Revision **312976 /**
Original Date / Revision
 09/27/12 10/02/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

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

Product
1881- OFA :120s 9.28-10.4

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 # **1881**

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 242310

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	5	\$33,660.00	\$39,600.00	0.00	08/27/12	09/30/12	5	\$33,660.00	\$39,600.00
October 2012	35	\$172,303.50	\$202,710.00	0.00	10/01/12	10/04/12	35	\$172,303.50	\$202,710.00
Totals	40	\$205,963.50	\$242,310.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WEWS	09/28/12	10/04/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	2:00	1	\$2,400.00	P-1	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	-----		0		\$0.00		0.00					
		Week: 10/01/12	10/07/12	MTWT---		1		\$2,400.00		0.00					
N 2	WEWS	09/28/12	10/04/12		CM	6-7a	MTWTF--	2:00	3	\$3,300.00	P-1	0.00	NM	3	\$9,900.00



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Contract / Revision **312976** Flight Dates **09/28/12-10/04/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 10/02/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **1881- OFA :120s 9.28-10.4** Estimate # **1881**

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	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					3	\$3,300.00		0.00			
N 3	WEWS	09/28/12	10/04/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	2:00	4	\$3,600.00	P-1	0.00	NM	4	\$14,400.00
		<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	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					4	\$3,600.00		0.00			
N 4	WEWS	09/28/12	10/04/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	2:00	1	\$4,650.00	P-1	0.00	NM	2	\$4,620.00
		<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	\$4,650.00		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	SA GMA 8-9a		8-9a	-----Sa--	2:00		(\$4,650.00)		0.00	NM		
				See MG 4.2,4.3 [no 2min spot avail in this tp]											
	2	WEWS	10/01/12-10/04/12	M-F GMC 5-6a		5-6a	MTWTh-----	2:00		\$2,400.00		0.00	NM		
				Ⓜ MG for 4.1 09/29											
	3	WEWS	10/01/12-10/04/12	M-F 4-5p Dr. OZ		4-5p	MTWTh-----	2:00		\$2,220.00		0.00	NM		
				Ⓜ MG for 4.1 09/29											
	Week: 10/01/12	10/07/12	-----						0	\$0.00		0.00			
N 5	WEWS	09/28/12	10/04/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	2:00	2	\$3,300.00	P-1	0.00	NM	2	\$6,600.00
		<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	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					2	\$3,300.00		0.00			
N 6	WEWS	09/28/12	10/04/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	2:00	1	\$3,300.00	P-1	0.00	NM	2	\$6,600.00
		<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	----F--					1	\$3,300.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					1	\$3,300.00		0.00			
N 7	WEWS	09/28/12	10/04/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	2:00	2	\$7,800.00	P-1	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	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					2	\$7,800.00		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	10/01/12-10/07/12	M-F 11-12p		11a-12p	MTWTh-----	2:00		(\$7,800.00)		0.00	NM		
				Credited											
	2	WEWS	10/01/12-10/07/12	M-F 11-12p		11a-12p	MTWTh-----	2:00		(\$7,800.00)		0.00	NM		
				Credited											
N 8	WEWS	09/28/12	10/04/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	2:00	2	\$4,800.00	P-1	0.00	NM	2	\$9,600.00
		<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	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					2	\$4,800.00		0.00			
N 9	WEWS	09/28/12	10/04/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	2:00	2	\$3,300.00	P-1	0.00	NM	2	\$6,600.00
		<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	-----					0	\$0.00		0.00			



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Contract / Revision **312976** Flight Dates **09/28/12-10/04/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 10/02/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **1881- OFA :120s 9.28-10.4** Estimate # **1881**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 9	WEWS	09/28/12	10/04/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	2:00	2	\$3,300.00	P-1	0.00	NM	2	\$6,600.00
		<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	MTWT---					2	\$3,300.00		0.00			
N 10	WEWS	09/28/12	10/04/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	2:00	2	\$8,400.00	P-1	0.00	NM	2	\$16,800.00
		<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	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					2	\$8,400.00		0.00			
N 11	WEWS	09/28/12	10/04/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	2:00	3	\$1,350.00	P-1	0.00	NM	4	\$5,400.00
		<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	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					4	\$1,350.00		0.00			
N 12	WEWS	09/28/12	10/04/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	2:00	2	\$2,220.00	P-1	0.00	NM	2	\$4,440.00
		<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	MTWT---					2	\$2,220.00		0.00			
N 13	WEWS	09/28/12	10/04/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	2:00	2	\$1,950.00	P-1	0.00	NM	2	\$3,900.00
		<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	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					2	\$1,950.00		0.00			
N 14	WEWS	09/28/12	10/04/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	2:00	2	\$7,800.00	P-1	0.00	NM	2	\$15,600.00
		<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	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					2	\$7,800.00		0.00			
N 15	WEWS	09/28/12	10/04/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	2:00	1	\$7,800.00	P-1	0.00	NM	1	\$7,800.00
		<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	-----S					1	\$7,800.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 16	WEWS	09/28/12	10/04/12	Monday DWS Monday DWS	CM	8-10p	M-----	2:00	1	\$84,000.00	P-1	0.00	NM	1	\$84,000.00
		<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	\$84,000.00		0.00			
N 17	WEWS	09/28/12	10/04/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	2:00	1	\$4,200.00	P-1	0.00	NM	4	\$16,800.00
		<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	----F-S					1	\$4,200.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					3	\$4,200.00		0.00			
N 18	WEWS	09/28/12	10/04/12	SU 1125p-12a Sports Ext SU 1125p-12a Sports Ext	CM	1125p-12x	-----S	2:00	1	\$3,300.00	P-1	0.00	NM	1	\$3,300.00
		<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	\$3,300.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
N 19	WEWS	09/28/12	10/04/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	2:00	1	\$21,000.00	P-1	0.00	NM	1	\$21,000.00
		<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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Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **1881- OFA :120s 9.28-10.4** Estimate # **1881**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 19	WEWS	09/28/12	10/04/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	2:00	1	\$21,000.00	P-1	0.00	NM	1	\$21,000.00
		<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		\$21,000.00		0.00					
		Week: 10/01/12	10/07/12	-----		0		\$0.00		0.00					
N 20	WEWS	09/28/12	10/04/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	2:00	1	\$2,550.00	P-1	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	-----		0		\$0.00		0.00					
		Week: 10/01/12	10/07/12	MTWT---		1		\$2,550.00		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>		
	1	WEWS	10/01/12-10/07/12	M-F GMC 5-6a		5-6a	MTWTh-----	2:00		(\$2,550.00)		0.00	NM		
			See MG 20.2 [per bill]												
	2	WEWS	10/01/12-10/07/12	M-F GMC 5-6a		5-6a	MTWTh-----	2:00		\$2,400.00		0.00	NM		
			Ⓜ MG for 20.1 10/02												
N 21	WEWS	09/28/12	10/04/12	M-F Right This Minute M-F 106a-206a	CM	106a-206a	-TWTF--	2:00	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<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	-TWT---		1		\$150.00		0.00					
													Totals	40	\$242,310.00