



WEWS

ORDER

Print Date 10/10/12

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Flight Dates **10/09/12-10/15/12**

Contract / Revision **313877 /**

Original Date / Revision
10/04/12 10/10/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

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

Product

Candidate. OFA Sked C 10.9-10.15

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 # **1904**

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 % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	66	\$84,447.50	\$99,350.00	0.00	10/01/12	10/15/12	66	\$84,447.50	\$99,350.00
Totals	66	\$84,447.50	\$99,350.00	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	10/14/12	10/14/12	SU Kaleidoscope SU Kaleidoscope	CM	10-1030a	-----S	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S		2		\$35.00		0.00					
N 2	WEWS	10/15/12	10/15/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<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 10/04/12/ 10/10/12

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Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked C 10.** Estimate # **1904**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	10/15/12	10/15/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----					1	\$250.00		0.00			
N 3	WEWS	10/15/12	10/15/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	M-----	:30	2	\$650.00	P-2	0.00	NM	2	\$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: 10/15/12	10/21/12	M-----					2	\$650.00		0.00			
N 4	WEWS	10/15/12	10/15/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M-----	:30	2	\$650.00	P-2	0.00	NM	2	\$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: 10/15/12	10/21/12	M-----					2	\$650.00		0.00			
N 5	WEWS	10/09/12	10/14/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	-TWTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$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: 10/08/12	10/14/12	-TWTF--					4	\$600.00		0.00			
N 6	WEWS	10/13/12	10/13/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$75.00		0.00			
N 7	WEWS	10/13/12	10/13/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$775.00		0.00			
N 8	WEWS	10/14/12	10/14/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$775.00		0.00			
N 9	WEWS	10/09/12	10/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	-TWTF--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					4	\$550.00		0.00			
N 10	WEWS	10/09/12	10/14/12	M-F 10-11a M-F 10-11a	CM	10-11a	-TWTF--	:30	6	\$275.00	P-3	0.00	NM	6	\$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: 10/08/12	10/14/12	-TWTF--					6	\$275.00		0.00			
N 11	WEWS	10/09/12	10/14/12	M-F 11-12p M-F 11-12p	CM	11a-12p	-TWTF--	:30	4	\$1,300.00	P-2	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					4	\$1,300.00		0.00			
N 12	WEWS	10/09/12	10/15/12	M-F 12-1230pm News 12-1230p News	CM	12-12:30p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	5	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					4	\$800.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$1,000.00		0.00			
N 13	WEWS	10/09/12	10/14/12	M-F 1-2p M-F 1-2p	CM	1-2p	-TWTF--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					4	\$550.00		0.00			
N 14	WEWS	10/09/12	10/14/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	-TWTF--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$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: 10/08/12	10/14/12	-TWTF--					4	\$550.00		0.00			



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Contract / Revision **313877** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/04/12/ 10/10/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked C 10.** Estimate # **1904**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 14	WEWS	10/09/12	10/14/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	- TWTF - -	:30	2	\$1,400.00	P-1	0.00	NM	2	\$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: 10/08/12	10/14/12	- TWTF - -					2	\$1,400.00		0.00			
N 15	WEWS	10/09/12	10/14/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	- 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: 10/08/12	10/14/12	- TWTF - -					3	\$225.00		0.00			
N 16	WEWS	10/09/12	10/14/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	- TWTF - -	:30	3	\$300.00	P-3	0.00	NM	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: 10/08/12	10/14/12	- TWTF - -					3	\$300.00		0.00			
N 17	WEWS	10/09/12	10/14/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	- TWTF - -	: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: 10/08/12	10/14/12	- TWTF - -					1	\$325.00		0.00			
N 18	WEWS	10/09/12	10/14/12	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: 10/08/12	10/14/12	- TWTF - -					1	\$1,300.00		0.00			
N 19	WEWS	10/09/12	10/14/12	M-F 7-730p 7-730p The List	CM	7-730p	- TWTF - -	:30	2	\$400.00	P-3	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: 10/08/12	10/14/12	- TWTF - -					2	\$400.00		0.00			
N 20	WEWS	10/09/12	10/14/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	- TWTF - -	:30	5	\$1,000.00	P-2	0.00	NM	5	\$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: 10/08/12	10/14/12	- TWTF - -					5	\$1,000.00		0.00			
N 21	WEWS	10/15/12	10/15/12	Monday DWS DWTS	CM	8-10p	M- - - - -	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$18,000.00		0.00			
N 22	WEWS	10/15/12	10/15/12	Monday Prime C Castle	CM	10-11p	M- - - - -	: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: 10/15/12	10/21/12	M- - - - -					1	\$14,000.00		0.00			
N 23	WEWS	10/09/12	10/09/12	Tuesday Prime A DWTS Results	CM	8-9p	- 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: 10/08/12	10/14/12	- T - - - - -					1	\$14,000.00		0.00			
N 24	WEWS	10/14/12	10/14/12	Sunday Prime C Sunday Prime C	CM	9-10p	- - - - - S	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - S					1	\$7,000.00		0.00			
N 25	WEWS	10/10/12	10/10/12	Wednesday Prime C Nashville	CM	10-11p	- - W - - - -	: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: 10/08/12	10/14/12	- - W - - - -					1	\$5,000.00		0.00			
N 26	WEWS	10/14/12	10/14/12	Sunday Prime D 666 PARK Avenue	CM	10-11p	- - - - - S	:30	1	\$2,800.00	P-3	0.00	NM	1	\$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: 10/08/12	10/14/12	- - - - - S					1	\$2,800.00		0.00			



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Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked C 10.** Estimate # **1904**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N26	WEWS	10/14/12	10/14/12	Sunday Prime D 666 PARK Avenue	CM	10-11p	-----S	:30	1	\$2,800.00	P-3	0.00	NM	1	\$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: 10/08/12	10/14/12	-----S		1		\$2,800.00		0.00					
N27	WEWS	10/09/12	10/15/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		3		\$900.00		0.00					
		Week: 10/15/12	10/21/12	M-----		1		\$1,000.00		0.00					
N28	WEWS	10/09/12	10/15/12	SA 12a-1a CSI Miami Late SA CSI Miami Late	CM	12a-1a	-----S-	:30	1	\$55.00	P-3	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S-		1		\$55.00		0.00					
		Week: 10/15/12	10/21/12	-----		0		\$0.00		0.00					
N29	WEWS	10/09/12	10/15/12	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	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: 10/08/12	10/14/12	-TWTF--		1		\$600.00		0.00					
		Week: 10/15/12	10/21/12	-----		0		\$0.00		0.00					
													Totals	66	\$99,350.00