



WEWS

ORDER

Print Date 10/23/12

Page 1 of 3

Flight Dates **10/24/12-11/06/12**

Contract / Revision **315597 /**

Original Date / Revision
10/22/12 10/23/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

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

Product
OFA Sked B 10.23-11.6

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 # **2189**

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 179300

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
October 2012	18	\$67,830.00	\$79,800.00	0.00	10/01/12	10/28/12	18	\$67,830.00	\$79,800.00
November 2012	18	\$84,575.00	\$99,500.00	0.00	10/29/12	11/04/12	18	\$84,575.00	\$99,500.00
Totals	36	\$152,405.00	\$179,300.00	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	10/24/12	11/06/12	Tuesday Prime B Tuesday Prime B	CM	9-10p	-T-----	:30	2	\$10,000.00	P-1	0.00	NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----					0	\$0.00		0.00			
	Week:	10/29/12	11/04/12	-T-----					2	\$10,000.00		0.00			
	Week:	11/05/12	11/11/12	-----					0	\$0.00		0.00			



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Page 2 of 3

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Hiatus Dates

Original Date / Revision 10/22/12/ 10/23/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked B 10.23-11.6**

Estimate # **2189**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	10/24/12	11/06/12	Wednesday Prime A Wednesday Prime A	CM	8-9p	--W----	:30	2	\$8,000.00	P-1	0.00	NM	4	\$32,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		2				\$8,000.00		0.00			
		Week: 10/29/12	11/04/12	--W----		2				\$8,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 3	WEWS	10/24/12	11/06/12	Wednesday Prime B Wednesday Prime B	CM	9-10p	--W----	:30	2	\$10,000.00	P-2	0.00	NM	4	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		2				\$10,000.00		0.00			
		Week: 10/29/12	11/04/12	--W----		2				\$10,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 4	WEWS	10/24/12	11/06/12	Thursday Prime A Thursday Prime A	CM	8-9p	---T---	:30	1	\$6,000.00	P-2	0.00	NM	2	\$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: 10/22/12	10/28/12	---T---		1				\$6,000.00		0.00			
		Week: 10/29/12	11/04/12	---T---		1				\$6,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 5	WEWS	10/24/12	11/06/12	Friday Prime A Friday Prime A	CM	8-9p	----F--	:30	1	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$5,000.00		0.00			
		Week: 10/29/12	11/04/12	----F--		1				\$5,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 6	WEWS	10/24/12	11/06/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$8,000.00	P-1	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1				\$8,000.00		0.00			
		Week: 10/29/12	11/04/12	-----S		1				\$8,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 7	WEWS	10/24/12	11/06/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	10	\$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: 10/22/12	10/28/12	--WTF--		5				\$700.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$700.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 8	WEWS	10/24/12	11/06/12	MAC Football Daytime Mac Football Daytime	CM	12-330p	-----S-	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		2				\$150.00		0.00			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 9	WEWS	10/24/12	11/06/12	NCAA 330p-7pm NCAA 330p-7pm	CM	330-7p	-----S-	:30	2	\$5,000.00	P-1	0.00	NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		2				\$5,000.00		0.00			
		Week: 10/29/12	11/04/12	-----S-		2				\$5,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 10	WEWS	10/24/12	11/06/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	:30	2	\$5,500.00	P-2	0.00	NM	4	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		2				\$5,500.00		0.00			
		Week: 10/29/12	11/04/12	-----S-		2				\$5,500.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 10	WEWS	10/24/12	11/06/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	:30	2	\$5,500.00	P-2	0.00	NM	4	\$22,000.00
													Totals	36	\$179,300.00