



WEWS

# ORDER

Print Date 08/17/12

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Flight Dates **08/18/12-08/31/12**

Contract / Revision      **308175 /**

Original Date / Revision  
08/17/12    08/17/12

Advertiser **Obama / Democrat / Preside**

Agency    **GMMB Inc**

Buying Contact

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

Product

**Issue. OFA Sked C 8.18-8.31.12**

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 #            **1617**

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 130550

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
August 2012	52	\$60,902.50	\$71,650.00	0.00	07/30/12	08/26/12	52	\$60,902.50	\$71,650.00
September 2012	44	\$50,065.00	\$58,900.00	0.00	08/27/12	08/31/12	44	\$50,065.00	\$58,900.00
<b>Totals</b>	<b>96</b>	<b>\$110,967.50</b>	<b>\$130,550.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots    Amount	
1	WEWS	08/18/12	08/31/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$850.00	P-1	0.00	NM	14	\$11,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----					0	\$0.00		0.00			
	Week:	08/20/12	08/26/12	MTWTF--					6	\$850.00		0.00			
	Week:	08/27/12	09/02/12	MTWTF--					8	\$850.00		0.00			



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Contract / Revision **308175** Flight Dates **08/18/12-08/31/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Issue. OFA Sked C 8.18-8.3** Estimate # **1617**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	WEWS	08/18/12	08/31/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	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: 08/13/12	08/19/12	-----S-					1	\$650.00		0.00			
		Week: 08/20/12	08/26/12	-----S-					1	\$650.00		0.00			
		Week: 08/27/12	09/02/12	-----					0	\$0.00		0.00			
3	WEWS	08/18/12	08/31/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$650.00	P-1	0.00	NM	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: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	-----S					1	\$650.00		0.00			
		Week: 08/27/12	09/02/12	-----					0	\$0.00		0.00			
4	WEWS	08/18/12	08/31/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$700.00	P-1	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: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	MTWTF--					5	\$700.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					5	\$700.00		0.00			
5	WEWS	08/18/12	08/31/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	4	\$700.00	P-1	0.00	NM	8	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	MTWTF--					4	\$700.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					4	\$700.00		0.00			
6	WEWS	08/18/12	08/31/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	\$1,000.00	P-1	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: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	MTWTF--					2	\$1,000.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					3	\$1,000.00		0.00			
7	WEWS	08/18/12	08/31/12	M-F 12pm News M-F 12p News	CM	12-1p	MTWTF--	:30	5	\$700.00	P-1	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: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	MTWTF--					5	\$700.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					5	\$700.00		0.00			
8	WEWS	08/18/12	08/31/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	1	\$700.00	P-1	0.00	NM	2	\$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: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	MTWTF--					1	\$700.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					1	\$700.00		0.00			
9	WEWS	08/18/12	08/31/12	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF--	:30	2	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	MTWTF--					2	\$1,500.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					2	\$1,500.00		0.00			
10	WEWS	08/18/12	08/31/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00			
		Week: 08/20/12	08/26/12	MTWTF--					2	\$900.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--					2	\$900.00		0.00			



**WEWS**

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Contract / Revision      **308175**      Flight Dates **08/18/12-08/31/12**

Hiatus Dates

Original Date / Revision    08/17/12/    08/17/12

Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **Issue. OFA Sked C 8.18-8.3**    Estimate #    **1617**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
10	WEWS	08/18/12	08/31/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	2	\$900.00	P-1	0.00 NM	4	\$3,600.00
11	WEWS	08/18/12	08/31/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$1,200.00	P-1	0.00 NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	08/13/12	08/19/12	-----					0	\$0.00		0.00		
	Week:	08/20/12	08/26/12	MTWTF--					3	\$1,200.00		0.00		
	Week:	08/27/12	09/02/12	MTWTF--					3	\$1,200.00		0.00		
12	WEWS	08/18/12	08/31/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,600.00	P-1	0.00 NM	6	\$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:	08/13/12	08/19/12	-----					0	\$0.00		0.00		
	Week:	08/20/12	08/26/12	MTWTF--					3	\$1,600.00		0.00		
	Week:	08/27/12	09/02/12	MTWTF--					3	\$1,600.00		0.00		
13	WEWS	08/18/12	08/31/12	M-F 6-630p News M-F 6-630p News	CM	WNT Pre-Adj. (6:28 PM-6:30 PM)	MTWTF--	:30	1	\$2,000.00	P-1	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	08/13/12	08/19/12	-----					0	\$0.00		0.00		
	Week:	08/20/12	08/26/12	MTWTF--					1	\$2,000.00		0.00		
	Week:	08/27/12	09/02/12	MTWTF--					1	\$2,000.00		0.00		
14	WEWS	08/18/12	08/31/12	SA 6-630p News SA 6-630p News	CM	6-630p	-----S-	:30	1	\$800.00	P-1	0.00 NM	2	\$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:	08/13/12	08/19/12	-----S-					1	\$800.00		0.00		
	Week:	08/20/12	08/26/12	-----S-					1	\$800.00		0.00		
	Week:	08/27/12	09/02/12	-----					0	\$0.00		0.00		
15	WEWS	08/18/12	08/31/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00 NM	1	\$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:	08/13/12	08/19/12	-----S					1	\$1,200.00		0.00		
	Week:	08/20/12	08/26/12	-----					0	\$0.00		0.00		
	Week:	08/27/12	09/02/12	-----					0	\$0.00		0.00		
16	WEWS	08/18/12	08/31/12	M-F 7-730p 7-730p Wheel	CM	7-730p	MTWTF--	:30	3	\$2,400.00	P-1	0.00 NM	6	\$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:	08/13/12	08/19/12	-----					0	\$0.00		0.00		
	Week:	08/20/12	08/26/12	MTWTF--					3	\$2,400.00		0.00		
	Week:	08/27/12	09/02/12	MTWTF--					3	\$2,400.00		0.00		
17	WEWS	08/18/12	08/31/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	2	\$2,600.00	P-1	0.00 NM	4	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	08/13/12	08/19/12	-----					0	\$0.00		0.00		
	Week:	08/20/12	08/26/12	MTWTF--					2	\$2,600.00		0.00		
	Week:	08/27/12	09/02/12	MTWTF--					2	\$2,600.00		0.00		
18	WEWS	08/18/12	08/31/12	SA 7-730p 7-730p	CM	7-730p	-----S-	:30	1	\$800.00	P-1	0.00 NM	2	\$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:	08/13/12	08/19/12	-----S-					1	\$800.00		0.00		
	Week:	08/20/12	08/26/12	-----S-					1	\$800.00		0.00		
	Week:	08/27/12	09/02/12	-----					0	\$0.00		0.00		
19	WEWS	08/18/12	08/31/12	SA 730-8P SA 730-8pm	CM	730-8P	-----S-	:30	1	\$800.00	P-1	0.00 NM	2	\$1,600.00
		<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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Contract / Revision **308175** Flight Dates **08/18/12-08/31/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Issue. OFA Sked C 8.18-8.3** Estimate # **1617**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
19	WEWS	08/18/12	08/31/12	SA 730-8P SA 730-8pm	CM	730-8P	-----S-	:30	1	\$800.00	P-1	0.00	NM	2	\$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: 08/13/12	08/19/12	-----S-					1	\$800.00		0.00				
		Week: 08/20/12	08/26/12	-----S-					1	\$800.00		0.00				
		Week: 08/27/12	09/02/12	-----					0	\$0.00		0.00				
20	WEWS	08/18/12	08/31/12	MON Bachelor/Bachelor€M MON Bachelor/Bachelore	CM	8-11p	M-----	:30	1	\$7,500.00	P-1	0.00	NM	3	\$22,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-----					0	\$0.00		0.00				
		Week: 08/20/12	08/26/12	M-----					2	\$7,500.00		0.00				
		Week: 08/27/12	09/02/12	M-----					1	\$7,500.00		0.00				
21	WEWS	08/18/12	08/31/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$3,500.00	P-1	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: 08/13/12	08/19/12	-----					0	\$0.00		0.00				
		Week: 08/20/12	08/26/12	-----					0	\$0.00		0.00				
		Week: 08/27/12	09/02/12	----F--					1	\$3,500.00		0.00				
22	WEWS	08/26/12	08/26/12	Sunday Prime Special Sunday Prime Special	CM	Sunday Prime Spe (9:00 PM-11:00 PM)	-----S	:30	1	\$3,500.00	P-1	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: 08/20/12	08/26/12	-----S					1	\$3,500.00		0.00				
														Totals	96	\$130,550.00