



WEWS

# ORDER

Print Date 09/06/12

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Flight Dates **09/12/12-09/17/12**

Contract / Revision     **310280 /**  
Original Date / Revision  
                                  09/06/12    09/06/12

Advertiser **Obama / Democrat / Preside**

Agency    **GMMB Inc**

Buying Contact

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

Product  
**OFA Sked C 9.12-9.17.12**

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 #            **1687**

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 29300

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	48	\$24,905.00	\$29,300.00	0.00	08/27/12	09/17/12	48	\$24,905.00	\$29,300.00
<b>Totals</b>	<b>48</b>	<b>\$24,905.00</b>	<b>\$29,300.00</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	
N 1	WEWS	09/12/12	09/17/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	-----	:30	0	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--				2		\$350.00		0.00			
		Week: 09/17/12	09/23/12	-----				0		\$0.00		0.00			
N 2	WEWS	09/12/12	09/17/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	-----	:30	0	\$175.00	P-3	0.00	NM	3	\$525.00



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Contract / Revision     **310280**     Flight Dates **09/12/12-09/17/12**

Hiatus Dates

Original Date / Revision    09/06/12/    09/06/12

Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **OFA Sked C 9.12-9.17.12**    Estimate #    **1687**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	09/12/12	09/17/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	-----	:30	0	\$175.00	P-3	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					2	\$175.00		0.00			
		Week: 09/17/12	09/23/12	M-----					1	\$175.00		0.00			
N 3	WEWS	09/12/12	09/17/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	-----	:30	0	\$175.00	P-3	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					2	\$175.00		0.00			
		Week: 09/17/12	09/23/12	M-----					1	\$175.00		0.00			
N 4	WEWS	09/12/12	09/17/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----	:30	0	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$350.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 5	WEWS	09/12/12	09/17/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----	:30	0	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$500.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 6	WEWS	09/12/12	09/17/12	M-F 9-10a M-F 9-10a	CM	9-10a	-----	:30	0	\$175.00	P-3	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					2	\$175.00		0.00			
		Week: 09/17/12	09/23/12	M-----					1	\$175.00		0.00			
N 7	WEWS	09/12/12	09/17/12	M-F 10-11a M-F 10-11a	CM	10-11a	-----	:30	0	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					2	\$150.00		0.00			
		Week: 09/17/12	09/23/12	M-----					1	\$150.00		0.00			
N 8	WEWS	09/12/12	09/17/12	M-F 11-12p M-F 11-12p	CM	11a-12p	-----	:30	0	\$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: 09/10/12	09/16/12	--WTF--					2	\$225.00		0.00			
		Week: 09/17/12	09/23/12	M-----					1	\$225.00		0.00			
N 9	WEWS	09/12/12	09/17/12	M-F 12pm News M-F 12p News	CM	12-1p	-----	:30	0	\$175.00	P-3	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					2	\$175.00		0.00			
		Week: 09/17/12	09/23/12	M-----					1	\$175.00		0.00			
N 10	WEWS	09/12/12	09/17/12	M-F 1-2p M-F 1-2p	CM	1-2p	-----	:30	0	\$200.00	P-3	0.00	NM	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: 09/10/12	09/16/12	--WTF--					2	\$200.00		0.00			
		Week: 09/17/12	09/23/12	M-----					1	\$200.00		0.00			
N 11	WEWS	09/12/12	09/17/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	-----	:30	0	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					4	\$600.00		0.00			
		Week: 09/17/12	09/23/12	M-----					1	\$600.00		0.00			
N 12	WEWS	09/12/12	09/17/12	M-F 3-4p M-F 3-4p	CM	3-4p	-----	:30	0	\$225.00	P-3	0.00	NM	5	\$1,125.00



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Hiatus Dates

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Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **OFA Sked C 9.12-9.17.12**    Estimate #    **1687**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	09/12/12	09/17/12	M-F 3-4p M-F 3-4p	CM	3-4p	-----	:30	0	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					4	\$225.00		0.00			
		Week: 09/17/12	09/23/12	M-----					1	\$225.00		0.00			
N 13	WEWS	09/12/12	09/17/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	-----	:30	0	\$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: 09/10/12	09/16/12	--WTF--					2	\$300.00		0.00			
		Week: 09/17/12	09/23/12	M-----					1	\$300.00		0.00			
N 14	WEWS	09/12/12	09/17/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	-----	:30	0	\$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: 09/10/12	09/16/12	--WTF--					1	\$300.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 15	WEWS	09/12/12	09/17/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-----	:30	0	\$400.00	P-3	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: 09/10/12	09/16/12	--WTF--					1	\$400.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 16	WEWS	09/12/12	09/17/12	M-F 7-730p M-F 7-730p	CM	7-730p	-----	:30	0	\$2,000.00	P-2	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: 09/10/12	09/16/12	--WTF--					2	\$2,000.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 17	WEWS	09/12/12	09/17/12	M-F 730-8P M-F 730-8P	CM	730-8p	-----	:30	0	\$2,000.00	P-2	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: 09/10/12	09/16/12	--WTF--					2	\$2,000.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 18	WEWS	09/12/12	09/17/12	Monday Prime Special Monday Prime Special	CM	Monday Prime Spe	-----	:30	0	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
		Week: 09/17/12	09/23/12	M-----					1	\$1,500.00		0.00			
N 19	WEWS	09/12/12	09/17/12	Sunday Prime B Sunday Prime B	CM	8-9p	-----	:30	0	\$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: 09/10/12	09/16/12	-----S					1	\$5,000.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 20	WEWS	09/12/12	09/17/12	Sunday Prime D Sunday Prime D	CM	10-11p	-----	:30	0	\$2,200.00	P-3	0.00	NM	1	\$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: 09/10/12	09/16/12	-----S					1	\$2,200.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 21	WEWS	09/12/12	09/17/12	Monday Prime Special Monday Prime Special	CM	Monday Prime Spe	-----	:30	0	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
		Week: 09/17/12	09/23/12	M-----					1	\$1,500.00		0.00			
<b>Totals</b>														<b>48</b>	<b>\$29,300.00</b>