WEWS

ORDER

Flight Dates **10/31/12-11/06/12**

Order Sep 00:30:00

Product

Estimate # **3125**

Contract / Revision **316181** /

OH US SEN JOSH MANDEL 10.31-1

Alt Order #

Original Date / Revision

Agency Com 15%

Billing Type Cash

10/29/12 11/06/12

Billing Contact

Order Type GENERAL

Advertiser **Mandel / Republican / US Se**

Billing Cycle EOM/EOC

7669 Stagers Loop
Delaware, OH 43015

Billing Calendar BROADCAST

Demographic A35+

Agency **Strategic Media Placement**

Rev Codes POL POL CAND

Buying Contact

Sales Office WEWSL

Product Codes PL

Sales Region LOC

Priority P-1

7669 Stagers Loop
Delaware, OH 43015

Agency Ref

Advertiser Ref

Primary Account Executive
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 132450

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

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	59	$112,582.50	$132,450.00	0.00
Totals	59	$112,582.50	$132,450.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	59	$112,582.50	$132,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 1	WEWS	10/31/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF - -	:30	5	$950.00	P-1	0.00	NM	5	$4,750.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/31/12	11/06/12	MTWTF - -	5	$950.00	0.00								
N 2	WEWS	10/31/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF - -	:30	3	$950.00	P-1	0.00	NM	3	$2,850.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								

WEWS

Contract / Revision **316181** Flight Dates **10/31/12-11/06/12** Hiatus Dates

Original Date / Revision 10/29/12 / 11/06/12 Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **3125**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 2	WEWS	10/31/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	$950.00	P-1	0.00	NM	3	$2,850.00
Week:	Start Date 10/31/12	End Date 11/06/12	Weekdays MTWTF--	Spots/Week 3	Rate $950.00	Rating 0.00									
N 3	WEWS	10/31/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	$850.00	P-1	0.00	NM	3	$2,550.00
Week:	Start Date 10/31/12	End Date 11/06/12	Weekdays MTWTF--	Spots/Week 3	Rate $850.00	Rating 0.00									
N 4	WEWS	10/31/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	6	$650.00	P-2	0.00	NM	5	$3,250.00
Week:	Start Date 10/31/12	End Date 11/06/12	Weekdays MTWTF--	Spots/Week 6	Rate $650.00	Rating 0.00									
Spot	Ch	Date Range	Description	Start/End Time			Weekdays	Length	Rate	Rtg	Type				
1	*WEWS*	*10/31/12-11/06/12*	*M-F 10-11a*	10-11a			MTWThF----	*:30*	*~~($650.00)~~*	0.00	*NM*				
	Credited														
	[-$650. Adding cash to est 3092.]														
N 5	WEWS	10/31/12	11/06/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	$1,600.00	P-1	0.00	NM	2	$3,200.00
Week:	Start Date 10/31/12	End Date 11/06/12	Weekdays M-WTF--	Spots/Week 2	Rate $1,600.00	Rating 0.00									
N 6	WEWS	10/31/12	11/06/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	4	$1,200.00	P-1	0.00	NM	4	$4,800.00
Week:	Start Date 10/31/12	End Date 11/06/12	Weekdays M-WTF--	Spots/Week 4	Rate $1,200.00	Rating 0.00									
N 7	WEWS	10/31/12	11/06/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	$1,200.00	P-2	0.00	NM	5	$4,750.00
Week:	Start Date 10/31/12	End Date 11/06/12	Weekdays M-WTF--	Spots/Week 4	Rate $1,200.00	Rating 0.00									
Spot	Ch	Date Range	Description	Start/End Time			Weekdays	Length	Rate	Rtg	Type				
4	*WEWS*	*10/31/12-11/06/12*	*M-F 5-6p News*	5-6p			M-WThF----	*:30*	*~~($1,200.00)~~*	0.00	*NM*				
	See MG 7.5,7.6														
	[hra/p1]														
5	WEWS	11/06/12-11/06/12	M-F 430-5am News	430-5a			-T--------	:30	$400.00	0.00	NM				
	Ⓜ MG for 7.4 11/05														
6	WEWS	11/06/12-11/06/12	M-F GMC 5-6a	5-6a			-T--------	:30	$750.00	0.00	NM				
	Ⓜ MG for 7.4 11/05														
N 8	WEWS	10/31/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	$2,500.00	P-1	0.00	NM	4	$10,000.00
Week:	Start Date 10/31/12	End Date 11/06/12	Weekdays M-WTF--	Spots/Week 4	Rate $2,500.00	Rating 0.00									
N 9	WEWS	10/31/12	11/06/12	SU 6-630p News SU 6-630p News	CM	6-630p	------S	:30	1	$1,600.00	P-1	0.00	NM	1	$1,600.00
Week:	Start Date 10/31/12	End Date 11/06/12	Weekdays ------S	Spots/Week 1	Rate $1,600.00	Rating 0.00									
N 10	WEWS	10/31/12	11/06/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	2	$1,500.00	P-1	0.00	NM	2	$3,000.00
Week:	Start Date 10/31/12	End Date 11/06/12	Weekdays M-WTF--	Spots/Week 2	Rate $1,500.00	Rating 0.00									
N 11	WEWS	10/31/12	11/06/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	3	$1,500.00	P-1	0.00	NM	3	$4,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									

WEWS

Contract / Revision **316181** Flight Dates **10/31/12-11/06/12** Hiatus Dates

Original Date / Revision 10/29/12 / 11/06/12 Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **3125**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N11	WEWS	10/31/12	11/06/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	3	$1,500.00	P-1	0.00	NM	3	$4,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/31/12	11/06/12	M-WTF--	3	$1,500.00	0.00									
N12	WEWS	10/31/12	11/06/12	M-SU 11-1135P Late Ne M-SU 11-1135P Late New	CM	11-1135p	M-WTF-S	:30	6	$3,000.00	P-1	0.00	NM	6	$18,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/31/12	11/06/12	M-WTF-S	6	$3,000.00	0.00									
N13	WEWS	10/31/12	11/06/12	M-F 1135p-1202a Nightl M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	$1,600.00	P-1	0.00	NM	2	$3,200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/31/12	11/06/12	M-WTF--	3	$1,600.00	0.00									
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
3	WEWS	10/31/12-11/06/12	M-F 1135p-1202a Nightline	1135p-1207x	M-WThF----	:30	~~($1,600.00)~~	0.00	NM						
	Credited														
N16	WEWS	10/31/12	11/06/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	------S	:30	1	$4,000.00	P-1	0.00	NM	1	$4,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/31/12	11/06/12	------S	1	$4,000.00	0.00									
N17	WEWS	10/31/12	11/06/12	Monday DWS Monday DWS	CM	8-10p	M------	:30	1	$22,000.00	P-1	0.00	NM	1	$22,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/31/12	11/06/12	M------	1	$22,000.00	0.00									
N18	WEWS	10/31/12	11/06/12	Country Music Awards Country Music Awards	CM	8-11p	---T---	:30	2	$8,000.00	P-2	0.00	NM	2	$16,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/31/12	11/06/12	---T---	2	$8,000.00	0.00									
N19	WEWS	10/31/12	11/06/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	$7,000.00	P-1	0.00	NM	1	$7,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/31/12	11/06/12	----F--	1	$7,000.00	0.00									
N20	WEWS	10/31/12	11/06/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	:30	2	$5,500.00	P-2	0.00	NM	1	$5,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/31/12	11/06/12	-----S-	2	$5,500.00	0.00									
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
2	WEWS	10/31/12-11/06/12	NCAA Prime Game	8-1130p	------Sa--	:30	~~($5,500.00)~~	0.00	NM						
	Credited														
	[Credit spot. This money was MG before Sat 11.3 log was reconciled.]														
N21	WEWS	10/31/12	11/06/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	$2,000.00	P-1	0.00	NM	3	$6,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/31/12	11/06/12	M-WTF--	3	$2,000.00	0.00									
N22	WEWS	11/06/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	-T-----	:30	2	$950.00	P-1	0.00	NM	2	$1,900.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/31/12	11/06/12	-T-----	2	$950.00	0.00									
N23	WEWS	11/06/12	11/06/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	-T-----	:30	1	$1,200.00	P-1	0.00	NM	1	$1,200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week:	10/31/12	11/06/12	-T-----	1	$1,200.00	0.00									

WEWS

Contract / Revision **316181** Flight Dates **10/31/12-11/06/12** Hiatus Dates

Original Date / Revision 10/29/12 / 11/06/12 Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **OH US SEN JOSH MANDEL** Estimate # **3125**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
N 24	WEWS	10/31/12	11/06/12	1230-1P Right this Minute 1230-1p Right this Minute	CM	1230-1p	-T-----	:30	2	$1,200.00	P-1	0.00 NM	2	$2,400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/31/12	11/06/12	-T-----	2	$1,200.00	0.00

Totals	59	$132,450.00