



WEWS

ORDER

Flight Dates **09/18/12-09/24/12**

Contract / Revision **311279 /**

Original Date / Revision
09/17/12 09/17/12

Advertiser **Brown / Democrat / Senate -**

Agency **Shorr Johnson Magnus**

Buying Contact

**1831 Chestnut Street
Philadelphia, PA 19103**

Product
Week # 7 9.18-9.24 Schedule B

Agency Com 15%

Billing Contact
**1831 Chestnut Street
Philadelphia, PA 19103**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **Week # 7 Schedule B**

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 100% Market Value 40575

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	32	\$34,488.75	\$40,575.00	0.00	08/27/12	09/24/12	32	\$34,488.75	\$40,575.00
Totals	32	\$34,488.75	\$40,575.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WEWS	09/18/12	09/24/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$500.00	P-2	0.00	NM	5	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$500.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$600.00		0.00			
N 2	WEWS	09/18/12	09/24/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	5	\$2,350.00



WEWS

Print Date: 09/19/12

Page 2 of 2

Contract / Revision **311279** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/17/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Week # 7 9.18-9.24** Schedule **Estimate #** **Week # 7 Schedule B**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	09/18/12	09/24/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$450.00	P-2	0.00	NM	5	\$2,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$450.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$550.00		0.00			
N 3	WEWS	09/18/12	09/24/12	M-F 12pm News 12-1230p News	CM	12-1p	MTWTF--	:30	4	\$700.00	P-2	0.00	NM	5	\$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: 09/17/12	09/23/12	- TWTF--					4	\$700.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$800.00		0.00			
N 4	WEWS	09/18/12	09/24/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	4	\$1,100.00	P-2	0.00	NM	5	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$1,100.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$1,300.00		0.00			
N 5	WEWS	09/18/12	09/24/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$850.00	P-2	0.00	NM	5	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF--					4	\$850.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$950.00		0.00			
N 6	WEWS	09/18/12	09/24/12	Monday DWS Monday DWS	CM	8-10p	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: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
		Week: 09/24/12	09/30/12	M-----					1	\$14,000.00		0.00			
N 7	WEWS	09/18/12	09/24/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	3	\$2,200.00	P-2	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W-F-S					3	\$2,200.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 8	WEWS	09/18/12	09/24/12	SA GMA 8-9a SA 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: 09/17/12	09/23/12	-----S-					1	\$650.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 9	WEWS	09/18/12	09/24/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$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: 09/17/12	09/23/12	-----S					1	\$500.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 10	WEWS	09/18/12	09/24/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	-TWTF--	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--					1	\$225.00		0.00			
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
Totals														32	\$40,575.00