



WEWS

ORDER

Flight Dates **09/25/12-10/01/12**

Contract / Revision **312179 /**

Original Date / Revision
09/27/12 09/27/12

Advertiser **Brown / Democrat / Senate -**

Agency **Shorr Johnson Magnus**

Buying Contact

**1831 Chestnut Street
Philadelphia, PA 19103**

Product
Sherrod Brown/DSCC 9.25-10.1.12

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 # 6 9.25-10.1**

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 61775

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	42	\$42,818.75	\$50,375.00	0.00	08/27/12	09/30/12	42	\$42,818.75	\$50,375.00
October 2012	12	\$9,690.00	\$11,400.00	0.00	10/01/12	10/01/12	12	\$9,690.00	\$11,400.00
Totals	54	\$52,508.75	\$61,775.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
1	WEWS	09/25/12	10/01/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					1	\$600.00		0.00			
		Week: 10/01/12	10/07/12	M-----					2	\$600.00		0.00			
2	WEWS	09/25/12	10/01/12		CM	6-7a	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	5	\$2,750.00



WEWS

Print Date: 09/28/12

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Contract / Revision **312179** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Sherrod Brown/DSCC 9.25-** Estimate # **Week # 6 9.25-10.1**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
				M-F GMC 6-7a M-F GMC 6-7a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	- TWTF--					4	\$550.00		0.00				
		Week: 10/01/12	10/07/12	M-----					1	\$550.00		0.00				
3	WEWS	09/25/12	10/01/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	5	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	- TWTF--					4	\$400.00		0.00				
		Week: 10/01/12	10/07/12	M-----					1	\$400.00		0.00				
4	WEWS	09/25/12	10/01/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	5	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	- TWTF--					4	\$900.00		0.00				
		Week: 10/01/12	10/07/12	M-----					1	\$900.00		0.00				
5	WEWS	09/25/12	10/01/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	4	\$800.00	P-2	0.00	NM	5	\$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: 09/24/12	09/30/12	- TWTF--					4	\$800.00		0.00				
		Week: 10/01/12	10/07/12	M-----					1	\$800.00		0.00				
6	WEWS	09/25/12	10/01/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	5	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	- TWTF--					4	\$900.00		0.00				
		Week: 10/01/12	10/07/12	M-----					1	\$900.00		0.00				
7	WEWS	09/25/12	10/01/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$1,300.00	P-2	0.00	NM	3	\$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: 09/24/12	09/30/12	- TWTF--					2	\$1,300.00		0.00				
		Week: 10/01/12	10/07/12	M-----					1	\$1,300.00		0.00				
8	WEWS	09/25/12	10/01/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$950.00	P-2	0.00	NM	5	\$4,750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	- TWTF--					4	\$950.00		0.00				
		Week: 10/01/12	10/07/12	M-----					1	\$950.00		0.00				
9	WEWS	09/25/12	10/01/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	4	\$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: 09/24/12	09/30/12	- TWTF--					3	\$1,000.00		0.00				
		Week: 10/01/12	10/07/12	M-----					1	\$1,000.00		0.00				
10	WEWS	09/25/12	10/01/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	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: 09/24/12	09/30/12	- TWTF--					4	\$1,000.00		0.00				
		Week: 10/01/12	10/07/12	M-----					1	\$1,000.00		0.00				
11	WEWS	09/25/12	10/01/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$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: 09/24/12	09/30/12	-T-----					1	\$6,000.00		0.00				
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00				
E 12	WEWS	09/25/12	10/01/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$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: 09/24/12	09/30/12	-----S					1	\$5,000.00		0.00				



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Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Sherrod Brown/DSCC 9.25-** Estimate # **Week # 6 9.25-10.1**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 12	WEWS	09/25/12	10/01/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$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: 09/24/12	09/30/12	-----S		1		\$5,000.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	09/24/12-09/30/12	Sunday Prime C		9-10p	-----Su	:30		(\$5,000.00)		0.00	NM		
		See MG 12.2 [hra/pol]													
	2	WEWS	09/24/12-09/30/12	Sunday Prime D		10-11p	-----Su	:30		\$5,000.00		0.00	NM		
		Ⓜ MG for 12.1 09/30													
		Week: 10/01/12	10/07/12	-----		0		\$0.00		0.00					
13	WEWS	09/25/12	10/01/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	5	\$2,400.00	P-2	0.00	NM	5	\$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: 09/24/12	09/30/12	-TWTF-S		4		\$2,400.00		0.00					
		Week: 10/01/12	10/07/12	M-----		1		\$2,400.00		0.00					
14	WEWS	09/25/12	10/01/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----S-		1		\$800.00		0.00					
		Week: 10/01/12	10/07/12	-----		0		\$0.00		0.00					
15	WEWS	09/25/12	10/01/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----S		1		\$775.00		0.00					
		Week: 10/01/12	10/07/12	-----		0		\$0.00		0.00					
														Totals	54 \$61,775.00