



WEWS

# ORDER

Print Date 08/30/12

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Flight Dates **08/28/12-09/03/12**

Contract / Revision      **308630 /**

Original Date / Revision  
08/21/12    08/22/12

Advertiser **Friends of Brown / Democra**

Agency    **Shorr Johnson Magnus**

Buying Contact

**1831 Chestnut Street  
Philadelphia, PA 19103**

Product

**Week # 1 Summer 08.28-09.03.12**

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 #

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 46550

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	35	\$39,567.50	\$46,550.00	0.00	08/27/12	09/03/12	35	\$39,567.50	\$46,550.00
<b>Totals</b>	<b>35</b>	<b>\$39,567.50</b>	<b>\$46,550.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots    Amount	
N 1	WEWS	08/28/12	09/03/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$850.00	P-1	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TWTF--					4	\$850.00		0.00			
		Week: 09/03/12	09/09/12	M-----					1	\$850.00		0.00			
N 2	WEWS	08/28/12	09/03/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$850.00	P-1	0.00	NM	4	\$3,400.00



WEWS

Print Date: 08/30/12

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Contract / Revision **308630** Flight Dates **08/28/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/21/12/ 08/22/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Week # 1 Summer 08.28-09.** Estimate #

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	08/28/12	09/03/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	4	\$850.00	P-1	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TW-F--					3	\$850.00		0.00			
		Week: 09/03/12	09/09/12	M-----					1	\$850.00		0.00			
N 3	WEWS	08/28/12	09/03/12	M-F 12pm News M-F 12p News	CM	12-1p	MTWTF--	:30	4	\$700.00	P-1	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--					4	\$700.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 4	WEWS	08/28/12	09/03/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	3	\$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: 08/27/12	09/02/12	-TWT---					3	\$900.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 5	WEWS	08/28/12	09/03/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$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: 08/27/12	09/02/12	-TWT---					3	\$1,200.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 6	WEWS	08/28/12	09/03/12	SA 730-8P SA 730-8P	CM	730-8P	-----S-	:30	1	\$800.00	P-1	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: 08/27/12	09/02/12	-----S-					1	\$800.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 7	WEWS	08/28/12	09/03/12	SA 7-730p SA 7-730p	CM	7-730p	-----S-	:30	1	\$800.00	P-1	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: 08/27/12	09/02/12	-----S-					1	\$800.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 8	WEWS	08/28/12	09/03/12	M-F 7-730p 7-730p Wheel	CM	7-730p	MTWTF--	:30	3	\$2,400.00	P-1	0.00	NM	3	\$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: 08/27/12	09/02/12	-TWT---					3	\$2,400.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 9	WEWS	08/28/12	09/03/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	3	\$2,600.00	P-1	0.00	NM	3	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWT---					3	\$2,600.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 10	WEWS	08/28/12	09/03/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	4	\$1,200.00	P-1	0.00	NM	5	\$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: 08/27/12	09/02/12	-TWTF--					4	\$1,200.00		0.00			
		Week: 09/03/12	09/09/12	M-----					1	\$1,200.00		0.00			
N 11	WEWS	08/28/12	09/03/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTFSS	:30	2	\$2,400.00	P-1	0.00	NM	3	\$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: 08/27/12	09/02/12	-T-T---					2	\$2,400.00		0.00			
		Week: 09/03/12	09/09/12	M-----					1	\$2,400.00		0.00			
<b>Totals</b>														<b>35</b>	<b>\$46,550.00</b>