



WEWS

# ORDER

Print Date 08/17/12

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

Contract / Revision     **306878 /**  
Original Date / Revision  
                                   08/17/12  08/17/12

Advertiser **Americans for Prosperity**

Agency   **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306  
 Towson, MD 21204**

Product  
**Americans for Prosperity**

Agency Com   15%

Billing Contact

**600 Fairmont Avenue - Suite #306  
 Towson, MD 21204**

Sales Office   EWSDC

Sales Region NAT

Agency Ref

Order Sep       00:20:00

Estimate #       **1160**

Alt Order #

Billing Type     Cash

Order Type     GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes       POL       POL       ISS

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 65700

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	36	\$55,845.00	\$65,700.00	0.00	08/27/12	09/03/12	36	\$55,845.00	\$65,700.00
<b>Totals</b>	<b>36</b>	<b>\$55,845.00</b>	<b>\$65,700.00</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	
1	WEWS	08/28/12	08/30/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	- 1- 1- - -	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<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	- 1- 1- - -		2		\$850.00		0.00					
2	WEWS	08/28/12	08/31/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	- 11- 1- -	:30	3	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



WEWS

Print Date: 08/17/12

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Contract / Revision **306878** Flight Dates **08/28/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Americans for Prosperity** Product **Americans for Prosperity** Estimate # **1160**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
2	WEWS	08/28/12	08/31/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	- 11- 1--	:30	3	\$850.00	P-1	0.00 NM	3	\$2,550.00
		<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	- 11- 1--					3	\$850.00		0.00		
8	WEWS	08/28/12	08/31/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	- 1-- 1--	:30	2	\$1,200.00	P-1	0.00 NM	2	\$2,400.00
		<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	- 1-- 1--					2	\$1,200.00		0.00		
9	WEWS	08/28/12	08/31/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	- 1-- 1--	:30	2	\$1,600.00	P-1	0.00 NM	2	\$3,200.00
		<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	- 1-- 1--					2	\$1,600.00		0.00		
10	WEWS	08/29/12	08/31/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	-- 1- 1--	:30	2	\$2,000.00	P-1	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: 08/27/12	09/02/12	-- 1- 1--					2	\$2,000.00		0.00		
11	WEWS	08/28/12	08/31/12	M-F 7-730p 7-730p Wheel	CM	7-730p	- 1-- 1--	:30	2	\$2,400.00	P-1	0.00 NM	2	\$4,800.00
		<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	- 1-- 1--					2	\$2,400.00		0.00		
12	WEWS	08/28/12	08/31/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	- 1- 11--	: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	- 1- 11--					3	\$2,600.00		0.00		
13	WEWS	08/28/12	08/30/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	- 1- 1---	:30	2	\$1,200.00	P-1	0.00 NM	2	\$2,400.00
		<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	- 1- 1---					2	\$1,200.00		0.00		
14	WEWS	08/28/12	08/31/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	- 1-- 1--	:30	2	\$2,400.00	P-1	0.00 NM	2	\$4,800.00
		<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	- 1-- 1--					2	\$2,400.00		0.00		
15	WEWS	08/31/12	08/31/12	Friday Prime A Shark Tank	CM	8-9p	---- 1--	:30	1	\$3,500.00	P-1	0.00 NM	1	\$3,500.00
		<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	---- 1--					1	\$3,500.00		0.00		
16	WEWS	09/01/12	09/01/12	SA 6-630p News SA 6-630p News	CM	6-630p	-----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		
	<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 Type</u>		
	1	WEWS	08/27/12-09/02/12	SA 6-630p News		6-630p	-----Sa--	:30		<del>(\$800.00)</del>		0.00 NM		
				See MG 16.2 [N/A PGM CHG CFB]										
	2	WEWS	09/01/12-09/01/12	SA 730-8P		730-8P	-----Sa--	:30		\$800.00		0.00 NM		
				MG for 16.1 09/01										
17	WEWS	09/01/12	09/01/12	Nascar Series Nascar Series	CM	12p-12x (7:30 PM-11:00 PM)	-----S-	:30	3	\$1,500.00	P-1	0.00 NM	3	\$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: 08/27/12	09/02/12	-----S-					3	\$1,500.00		0.00		
18	WEWS	09/02/12	09/02/12		CM	8-9a	-----S	:30	1	\$650.00	P-1	0.00 NM	1	\$650.00



**WEWS**

Print Date: 08/17/12

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Contract / Revision     **306878**     Flight Dates **08/28/12-09/03/12**

Hiatus Dates

Original Date / Revision   08/17/12/   08/17/12

Order Sep   00:20:00

Advertiser   **Americans for Prosperity**   Product **Americans for Prosperity**   Estimate #   **1160**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots    Amount	
				SU GMA 8-9A SU GMA 8-9A											
		<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	\$650.00		0.00			
21	WEWS	09/03/12	09/03/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M-----	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$850.00		0.00			
22	WEWS	09/03/12	09/03/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-----	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$850.00		0.00			
28	WEWS	09/03/12	09/03/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$1,200.00		0.00			
29	WEWS	09/03/12	09/03/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	M-----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$1,600.00		0.00			
30	WEWS	09/03/12	09/03/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$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: 09/03/12	09/09/12	M-----					1	\$2,000.00		0.00			
31	WEWS	09/03/12	09/03/12	M-F 7-730p 7-730p Wheel	CM	7-730p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$2,400.00		0.00			
32	WEWS	09/03/12	09/03/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	M-----	:30	1	\$2,600.00	P-2	0.00	NM	1	\$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: 09/03/12	09/09/12	M-----					1	\$2,600.00		0.00			
33	WEWS	09/03/12	09/03/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	M-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$1,200.00		0.00			
34	WEWS	09/03/12	09/03/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	M-----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$2,400.00		0.00			
35	WEWS	09/03/12	09/03/12	MON Bachelor/Bachelor Bachelor Pad	CM	8-11p	M-----	:30	1	\$7,500.00	P-1	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	M-----					1	\$7,500.00		0.00			
<b>Totals</b>														<b>36</b>	<b>\$65,700.00</b>