



WEWS

ORDER

Print Date 09/24/12

Page 1 of 4

Flight Dates **09/21/12-09/27/12**

Contract / Revision **306646 /**

Original Date / Revision
08/01/12 09/14/12

Advertiser **Congressional Leadership F**

Agency **American Media and Advoc**

Buying Contact

**815 Slaters Lane
Alexandria, VA 22314**

Product
Congressional Leadership Fund

Agency Com 15%

Billing Contact

**815 Slaters Lane
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **2874**

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 %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WBNX	%
WDLI	%
WEAO	%
WGGN	%
WJW	%
WKYC	%
WMFD	%
WOAC	%
WOIO	%
WQHS	%
WUAB	%
WVIZ	%
WVPX	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	72	\$80,920.00	\$95,200.00	0.00	08/27/12	09/27/12	72	\$80,920.00	\$95,200.00
Totals	72	\$80,920.00	\$95,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WEWS	09/21/12	09/21/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	----F--	: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	----F--		1		\$650.00		0.00					
N 2	WEWS	09/21/12	09/21/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	----F--	: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>					



WEWS

Print Date: 09/24/12

Page 2 of 4

Contract / Revision **306646** Flight Dates **09/21/12-09/27/12**

Hiatus Dates

Original Date / Revision 08/01/12/ 09/14/12

Order Sep 00:20:00

Advertiser **Congressional Leadership** Product **Congressional Leadership I** Estimate # **2874**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	09/21/12	09/21/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	----F--	: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: 09/17/12	09/23/12	----F--					2	\$850.00		0.00			
N 3	WEWS	09/24/12	09/27/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	2222---	:30	8	\$900.00	P-1	0.00	NM	8	\$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: 09/24/12	09/30/12	2222---					8	\$900.00		0.00			
N 4	WEWS	09/21/12	09/21/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	----F--	: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: 09/17/12	09/23/12	----F--					1	\$850.00		0.00			
N 5	WEWS	09/24/12	09/27/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	1-11---	: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: 09/24/12	09/30/12	1-11---					3	\$900.00		0.00			
N 6	WEWS	09/21/12	09/21/12	M-F 9-10a M-F 9-10a	CM	9-10a	----F--	:30	1	\$700.00	P-1	0.00	NM	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: 09/17/12	09/23/12	----F--					1	\$700.00		0.00			
N 7	WEWS	09/21/12	09/21/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	----F--	: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: 09/17/12	09/23/12	----F--					1	\$1,200.00		0.00			
N 8	WEWS	09/21/12	09/21/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<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	----F--					1	\$1,000.00		0.00			
N 9	WEWS	09/24/12	09/27/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	1111---	:30	4	\$1,200.00	P-1	0.00	NM	4	\$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: 09/24/12	09/30/12	1111---					4	\$1,200.00		0.00			
N 10	WEWS	09/21/12	09/21/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	----F--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$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: 09/17/12	09/23/12	----F--					2	\$1,400.00		0.00			
N 11	WEWS	09/24/12	09/27/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	2222---	:30	8	\$1,600.00	P-1	0.00	NM	8	\$12,800.00
		<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	2222---					8	\$1,600.00		0.00			
N 12	WEWS	09/21/12	09/21/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	----F--	:30	1	\$1,800.00	P-1	0.00	NM	1	\$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: 09/17/12	09/23/12	----F--					1	\$1,800.00		0.00			
N 13	WEWS	09/24/12	09/27/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	1111---	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<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	1111---					4	\$2,000.00		0.00			
N 14	WEWS	09/21/12	09/21/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	----F--	: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: 09/17/12	09/23/12	----F--					1	\$2,000.00		0.00			



WEWS

Print Date: 09/24/12

Page 3 of 4

Contract / Revision **306646** Flight Dates **09/21/12-09/27/12**

Hiatus Dates

Original Date / Revision 08/01/12/ 09/14/12

Order Sep 00:20:00

Advertiser **Congressional Leadership** Product **Congressional Leadership I** Estimate # **2874**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 14	WEWS	09/21/12	09/21/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	----F--	: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: 09/17/12	09/23/12	----F--		1				\$2,000.00		0.00			
N 15	WEWS	09/24/12	09/26/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	1-1----	:30	2	\$2,200.00	P-1	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-1----		2				\$2,200.00		0.00			
N 16	WEWS	09/21/12	09/21/12	M-F 7-730p 7-730p The List	CM	7-730p	----F--	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<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	----F--		1				\$1,100.00		0.00			
N 17	WEWS	09/24/12	09/27/12	M-F 7-730p 7-730p The List	CM	7-730p	1111---	:30	4	\$1,300.00	P-1	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1111---		4				\$1,300.00		0.00			
N 18	WEWS	09/21/12	09/21/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	----F--	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<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	----F--		1				\$1,100.00		0.00			
N 19	WEWS	09/24/12	09/27/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	1111---	:30	4	\$1,300.00	P-1	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1111---		4				\$1,300.00		0.00			
N 20	WEWS	09/21/12	09/21/12	M-F 11-1135P Late NewSM M-F 11-1135P Late News	CM	11-1135p	----F--	: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: 09/17/12	09/23/12	----F--		1				\$2,400.00		0.00			
N 21	WEWS	09/24/12	09/27/12	M-F 11-1135P Late NewSM M-F 11-1135P Late News	CM	11-1135p	1111---	:30	4	\$2,700.00	P-2	0.00	NM	4	\$10,800.00
		<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	1111---		4				\$2,700.00		0.00			
N 22	WEWS	09/21/12	09/21/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	----F--	: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: 09/17/12	09/23/12	----F--		1				\$1,200.00		0.00			
N 23	WEWS	09/24/12	09/27/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	1111---	:30	4	\$1,400.00	P-1	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1111---		4				\$1,400.00		0.00			
N 24	WEWS	09/22/12	09/22/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<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	-----S-		2				\$500.00		0.00			
N 25	WEWS	09/22/12	09/22/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<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-		2				\$650.00		0.00			
N 26	WEWS	09/22/12	09/22/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<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				\$1,100.00		0.00			



WEWS

Print Date: 09/24/12

Page 4 of 4

Contract / Revision **306646** Flight Dates **09/21/12-09/27/12**

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Original Date / Revision 08/01/12/ 09/14/12

Order Sep 00:20:00

Advertiser **Congressional Leadership** Product **Congressional Leadership** Estimate # **2874**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N26	WEWS	09/22/12	09/22/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<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				\$1,100.00		0.00			
N27	WEWS	09/22/12	09/22/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<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	-----S-		1				\$1,000.00		0.00			
N28	WEWS	09/23/12	09/23/12	SU GMA 8-9A SU 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			
N29	WEWS	09/23/12	09/23/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	: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: 09/17/12	09/23/12	-----S		1				\$1,200.00		0.00			
N30	WEWS	09/23/12	09/23/12	SU 11-1135P Late News SU 11-1135P Late News	CM	11-1135p	-----S	: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: 09/17/12	09/23/12	-----S		1				\$2,400.00		0.00			
N31	WEWS	09/23/12	09/23/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<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				\$550.00		0.00			
N32	WEWS	09/23/12	09/23/12	Criminal Minds Su Criminal Minds	CM	1135p-105x	-----S	:30	2	\$400.00	P-1	0.00	NM	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: 09/17/12	09/23/12	-----S		2				\$400.00		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	09/17/12-09/23/12	Criminal Minds		1135p-105x	-----Su	:30		(\$400.00)		0.00	NM		
				See MG 32.3,32.4											
				[N/A PGM CHG TO PLACE - SA/SU CRIMINAL MINDS LATE - AIRS 1-2XM]											
	2	WEWS	09/17/12-09/23/12	Criminal Minds		1135p-105x	-----Su	:30		(\$400.00)		0.00	NM		
				See MG 32.3,32.4											
				[N/A PGM CHG TO PLACE - SA/SU CRIMINAL MINDS LATE - AIRS 1-2XM]											
	3	WEWS	09/17/12-09/23/12	SU 12a-1a CSI Miami Late		12a-1a	-----Su	:30		\$400.00		0.00	NM		
				MG for 32.2,32.1											
	4	WEWS	09/17/12-09/23/12	SU 12a-1a CSI Miami Late		12a-1a	-----Su	:30		\$400.00		0.00	NM		
				MG for 32.2,32.1											
Totals														72	\$95,200.00