



WEWS

ORDER

Print Date 09/24/12

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Flight Dates **09/06/12-09/10/12**

Contract / Revision **306285 /**
Original Date / Revision
 07/30/12 09/07/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
 Washington, DC 20007**

Product
DCCC TV 9.6-9.10.12

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
 Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1499**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL PARTY

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	33	\$41,990.00	\$49,400.00	0.00	08/27/12	09/10/12	33	\$41,990.00	\$49,400.00
Totals	33	\$41,990.00	\$49,400.00	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	09/04/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	: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: 09/03/12	09/09/12	---TF--					3	\$850.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 2	WEWS	09/08/12	09/08/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00



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Contract / Revision **306285** Flight Dates **09/06/12-09/10/12**

Hiatus Dates

Original Date / Revision 07/30/12/ 09/07/12

Order Sep 00:20:00

Advertiser **DCCC**

Product **DCCC TV 9.6-9.10.12**

Estimate # **1499**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	09/08/12	09/08/12	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: 09/03/12	09/09/12	-----S-					1	\$650.00		0.00			
N 3	WEWS	09/09/12	09/09/12	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: 09/03/12	09/09/12	-----S					1	\$650.00		0.00			
N 4	WEWS	09/04/12	09/10/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--					3	\$700.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 5	WEWS	09/04/12	09/10/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	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: 09/03/12	09/09/12	---TF--					3	\$900.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 6	WEWS	09/04/12	09/10/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<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	---TF--					2	\$700.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 7	WEWS	09/10/12	09/10/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	M-----	: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: 09/10/12	09/16/12	M-----					1	\$1,000.00		0.00			
N 8	WEWS	09/04/12	09/10/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	1	\$900.00	P-1	0.00	NM	2	\$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: 09/03/12	09/09/12	---TF--					1	\$900.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$900.00		0.00			
N 9	WEWS	09/04/12	09/10/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$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: 09/03/12	09/09/12	---TF--					1	\$1,400.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$1,400.00		0.00			
N 10	WEWS	09/04/12	09/10/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$1,800.00	P-1	0.00	NM	3	\$5,400.00
		<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	---TF--					2	\$1,800.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$1,800.00		0.00			
N 11	WEWS	09/04/12	09/10/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	: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: 09/03/12	09/09/12	---TF--					2	\$2,000.00		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	09/03/12-09/09/12	M-Su 630-7p WNT	630-7p	---ThF----	:30	(\$2,000.00)	0.00	NM				
				See MG 11.3											
				[no avail]											
		3	WEWS	09/09/12-09/09/12	Sunday Prime A	7-8p	-----Su	:30	\$2,000.00	0.00	NM				
				Ⓜ MG for 11.1 09/07											



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Hiatus Dates

Original Date / Revision 07/30/12/ 09/07/12

Order Sep 00:20:00

Advertiser **DCCC**

Product **DCCC TV 9.6-9.10.12**

Estimate # **1499**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 11	WEWS	09/04/12	09/10/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	: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: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 12	WEWS	09/09/12	09/09/12	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: 09/03/12	09/09/12	-----S		1				\$1,200.00		0.00			
N 13	WEWS	09/04/12	09/10/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	2	\$3,000.00	P-1	0.00	NM	2	\$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: 09/03/12	09/09/12	---TF--		2				\$3,000.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 14	WEWS	09/04/12	09/10/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-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: 09/03/12	09/09/12	---TF-S		1				\$2,400.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 15	WEWS	09/04/12	09/10/12	M-F 7-730p 7-730p Wheel	CM	7-730p	MTWTF--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<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	---TF--		1				\$3,000.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
N 16	WEWS	09/09/12	09/09/12	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: 09/03/12	09/09/12	-----S		1				\$550.00		0.00			
N 17	WEWS	09/09/12	09/09/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	: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	-----S		1				\$2,000.00		0.00			
N 18	WEWS	09/10/12	09/10/12	MON Bachelor/Bachelorette MON Bachelor/Bachelorette	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: 09/10/12	09/16/12	M-----		1				\$7,500.00		0.00			
N 19	WEWS	09/04/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	: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: 09/03/12	09/09/12	---TF--		2				\$850.00		0.00			
		Week: 09/10/12	09/16/12	-----		0				\$0.00		0.00			
Totals														33	\$49,400.00