WEWS

ORDER

Flight Dates **09/19/12-09/25/12**

Order Sep 00:20:00

Product

Estimate # **1640**

Contract / Revision **311407** / **NEAFCPE OH TV 9.19-9.25.12**

Alt Order #

Original Date / Revision

Agency Com 15%

Billing Type Cash

09/18/12 09/19/12

Billing Contact

Order Type GENERAL

Advertiser **NEA Fund for Children and I**

1322 G Street SE
Washington, DC 20003

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Agency **New Media Firm**

Rev Codes POL POL ISS

Buying Contact

Sales Office EWSDC

Product Codes PL

Sales Region NAT

Priority P-1

1322 G Street SE
Washington, DC 20003

Agency Ref 2

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 72800

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

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	62	$61,880.00	$72,800.00	0.00
Totals	62	$61,880.00	$72,800.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/25/12	62	$61,880.00	$72,800.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 1	WEWS	09/19/12	09/25/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	2	$650.00	P-1	0.00	NM	2	$1,300.00
N 2	WEWS	09/19/12	09/25/12	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

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	09/17/12	09/23/12	--W-F--	2	$650.00	0.00
Week:	09/24/12	09/30/12	-------	0	$0.00	0.00

WEWS

Contract / Revision **311407** Flight Dates **09/19/12-09/25/12** Hiatus Dates

Original Date / Revision 09/18/12 / 09/19/12 Order Sep 00:20:00

Advertiser **NEA Fund for Children and** Product **NEAFCPE OH TV 9.19-9.25.:** Estimate # **1640**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
N 2	WEWS	09/19/12	09/25/12	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
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	--WTF--	3	$850.00	0.00								
Week:	09/24/12	09/30/12	-------	0	$0.00	0.00								
N 3	WEWS	09/19/12	09/25/12	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
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	--WTF--	3	$700.00	0.00								
Week:	09/24/12	09/30/12	-------	0	$0.00	0.00								
N 4	WEWS	09/19/12	09/25/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	$700.00	P-1	0.00 NM	3	$2,100.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	--WTF--	3	$700.00	0.00								
Week:	09/24/12	09/30/12	-------	0	$0.00	0.00								
N 5	WEWS	09/19/12	09/25/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	$1,200.00	P-1	0.00 NM	2	$2,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	--W-F--	2	$1,200.00	0.00								
Week:	09/24/12	09/30/12	-------	0	$0.00	0.00								
N 6	WEWS	09/19/12	09/25/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	3	$900.00	P-1	0.00 NM	3	$2,700.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	--WTF--	3	$900.00	0.00								
Week:	09/24/12	09/30/12	-------	0	$0.00	0.00								
N 7	WEWS	09/19/12	09/25/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	3	$700.00	P-1	0.00 NM	3	$2,100.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	--WTF--	3	$700.00	0.00								
Week:	09/24/12	09/30/12	-------	0	$0.00	0.00								
N 8	WEWS	09/19/12	09/25/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	1	$1,200.00	P-1	0.00 NM	1	$1,200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	--WTF--	1	$1,200.00	0.00								
Week:	09/24/12	09/30/12	-------	0	$0.00	0.00								
N 9	WEWS	09/19/12	09/25/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	2	$900.00	P-1	0.00 NM	2	$1,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	--W-F--	2	$900.00	0.00								
Week:	09/24/12	09/30/12	-------	0	$0.00	0.00								
N 10	WEWS	09/19/12	09/25/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	$1,400.00	P-1	0.00 NM	3	$4,200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	--WTF--	3	$1,400.00	0.00								
Week:	09/24/12	09/30/12	-------	0	$0.00	0.00								
N 11	WEWS	09/19/12	09/25/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	$1,800.00	P-1	0.00 NM	3	$5,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/17/12	09/23/12	--WTF--	3	$1,800.00	0.00								
Week:	09/24/12	09/30/12	-------	0	$0.00	0.00								
N 12	WEWS	09/19/12	09/25/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	1	$2,000.00	P-1	0.00 NM	1	$2,000.00

WEWS

Contract / Revision **311407** Flight Dates **09/19/12-09/25/12** Hiatus Dates

Original Date / Revision 09/18/12 / 09/19/12 Order Sep 00:20:00

Advertiser **NEA Fund for Children and** Product **NEAFCPE OH TV 9.19-9.25.:** Estimate # **1640**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N 12	WEWS	09/19/12	09/25/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	1	$2,000.00	P-1	0.00	NM	1	$2,000.00
Week:		09/17/12	09/23/12	--WTF--	1	$2,000.00	0.00								
Week:		09/24/12	09/30/12	-------	0	$0.00	0.00								
N 13	WEWS	09/19/12	09/25/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	3	$1,100.00	P-1	0.00	NM	3	$3,300.00
Week:		09/17/12	09/23/12	--WTF--	3	$1,100.00	0.00								
Week:		09/24/12	09/30/12	-------	0	$0.00	0.00								
N 14	WEWS	09/19/12	09/25/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	1	$1,100.00	P-1	0.00	NM	1	$1,100.00
Week:		09/17/12	09/23/12	----F--	1	$1,100.00	0.00								
Week:		09/24/12	09/30/12	-------	0	$0.00	0.00								
N 15	WEWS	09/19/12	09/25/12	M-SU 11-1135P Late Ne M-SU 11-1135P Late Ne	CM	11-1135p	MTWTF--	:30	3	$2,400.00	P-1	0.00	NM	3	$7,200.00
Week:		09/17/12	09/23/12	--WTF--	3	$2,400.00	0.00								
Week:		09/24/12	09/30/12	-------	0	$0.00	0.00								
N 16	WEWS	09/19/12	09/25/12	M-F 1135p-1202a Nightl M-F 1135p-1202a Nightli	CM	1135p-1207x	MTWTF--	:30	2	$1,200.00	P-1	0.00	NM	2	$2,400.00
Week:		09/17/12	09/23/12	--WT---	2	$1,200.00	0.00								
Week:		09/24/12	09/30/12	-------	0	$0.00	0.00								
N 17	WEWS	09/19/12	09/25/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	$600.00	P-1	0.00	NM	1	$600.00
Week:		09/17/12	09/23/12	----F--	1	$600.00	0.00								
Week:		09/24/12	09/30/12	-------	0	$0.00	0.00								
N 18	WEWS	09/19/12	09/25/12	4-430am America This M 4-430a America This Mor	CM	4-430a	MTWTF--	:30	2	$200.00	P-1	0.00	NM	2	$400.00
Week:		09/17/12	09/23/12	--WTF--	2	$200.00	0.00								
Week:		09/24/12	09/30/12	-------	0	$0.00	0.00								
N 19	WEWS	09/19/12	09/25/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	$1,100.00	P-1	0.00	NM	1	$1,100.00
Week:		09/17/12	09/23/12	-----S-	1	$1,100.00	0.00								
Week:		09/24/12	09/30/12	-------	0	$0.00	0.00								
N 20	WEWS	09/19/12	09/25/12	SA 12a-1a CSI Miami Lat SA CSI Miami Late	CM	12a-1a	-----S-	:30	1	$400.00	P-1	0.00	NM	1	$400.00
Week:		09/17/12	09/23/12	-----S-	1	$400.00	0.00								
Week:		09/24/12	09/30/12	-------	0	$0.00	0.00								
N 21	WEWS	09/19/12	09/25/12		CM	8-9a	------S	:30	1	$650.00	P-1	0.00	NM	1	$650.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	*WEWS*	*09/17/12-09/23/12*	*M-Su 630-7p WNT*	*630-7p*	*--WThF----*	*:30*	*~~$2,000.00~~*	*0.00*	*NM*
	See MG 12.2								
	[na]								
2	WEWS	09/20/12-09/21/12	M-F 6-630p News	6-630p	---ThF----	:30	$2,000.00	0.00	NM
	Ⓜ MG for 12.1 09/20								

WEWS

Contract / Revision **311407** Flight Dates **09/19/12-09/25/12** Hiatus Dates

Original Date / Revision 09/18/12 / 09/19/12 Order Sep 00:20:00

Advertiser **NEA Fund for Children and** Product **NEAFCPE OH TV 9.19-9.25.:** Estimate # **1640**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
				SU GMA 8-9A SU GMA 8-9A										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/17/12	09/23/12	------S	1	$650.00	0.00							
		Week: 09/24/12	09/30/12	-------	0	$0.00	0.00							
N	22 WEWS	09/19/12	09/25/12	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
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/17/12	09/23/12	------S	1	$1,200.00	0.00							
		Week: 09/24/12	09/30/12	-------	0	$0.00	0.00							
N	23 WEWS	09/19/12	09/25/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	$900.00	P-1	0.00 NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/17/12	09/23/12	-------	0	$0.00	0.00							
		Week: 09/24/12	09/30/12	-T-----	1	$900.00	0.00							
N	24 WEWS	09/19/12	09/25/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	$900.00	P-1	0.00 NM	2	$1,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/17/12	09/23/12	-------	0	$0.00	0.00							
		Week: 09/24/12	09/30/12	MT-----	2	$900.00	0.00							
N	25 WEWS	09/19/12	09/25/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	$775.00	P-1	0.00 NM	1	$775.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/17/12	09/23/12	-------	0	$0.00	0.00							
		Week: 09/24/12	09/30/12	MT-----	1	$775.00	0.00							
N	26 WEWS	09/19/12	09/25/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	1	$775.00	P-1	0.00 NM	1	$775.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/17/12	09/23/12	-------	0	$0.00	0.00							
		Week: 09/24/12	09/30/12	MT-----	1	$775.00	0.00							
N	27 WEWS	09/19/12	09/25/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	2	$1,000.00	P-1	0.00 NM	2	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/17/12	09/23/12	-------	0	$0.00	0.00							
		Week: 09/24/12	09/30/12	MT-----	2	$1,000.00	0.00							
N	28 WEWS	09/19/12	09/25/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	1	$1,200.00	P-1	0.00 NM	1	$1,200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/17/12	09/23/12	-------	0	$0.00	0.00							
		Week: 09/24/12	09/30/12	MT-----	1	$1,200.00	0.00							
N	29 WEWS	09/19/12	09/25/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	1	$2,000.00	P-1	0.00 NM	1	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/17/12	09/23/12	-------	0	$0.00	0.00							
		Week: 09/24/12	09/30/12	M------	1	$2,000.00	0.00							
N	30 WEWS	09/19/12	09/25/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	1	$1,300.00	P-1	0.00 NM	1	$1,300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 09/17/12	09/23/12	-------	0	$0.00	0.00							
		Week: 09/24/12	09/30/12	-T-----	1	$1,300.00	0.00							
N	31 WEWS	09/19/12	09/25/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF--	:30	1	$2,700.00	P-2	0.00 NM	1	$2,700.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							

WEWS

Contract / Revision **311407** Flight Dates **09/19/12-09/25/12** Hiatus Dates

Original Date / Revision 09/18/12 / 09/19/12 Order Sep 00:20:00

Advertiser **NEA Fund for Children and** Product **NEAFCPE OH TV 9.19-9.25.:** Estimate # **1640**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
N31	WEWS	09/19/12	09/25/12	M-SU 11-1135P Late Ne M-SU 11-1135P Late Ne	CM	11-1135p	MTWTF--	:30	1	$2,700.00	P-2	0.00	NM	1	$2,700.00
N32	WEWS	09/19/12	09/25/12	M-F 1135p-1202a Nightl M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	$1,400.00	P-1	0.00	NM	1	$1,400.00
N33	WEWS	09/19/12	09/25/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	2	$750.00	P-1	0.00	NM	2	$1,500.00
N34	WEWS	09/19/12	09/25/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	$6,500.00	P-1	0.00	NM	1	$6,500.00
N35	WEWS	09/19/12	09/25/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	$850.00	P-1	0.00	NM	2	$1,750.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
N31 Week:	09/17/12	09/23/12	-------	0	$0.00	0.00
N31 Week:	09/24/12	09/30/12	-T-----	1	$2,700.00	0.00
N32 Week:	09/17/12	09/23/12	-------	0	$0.00	0.00
N32 Week:	09/24/12	09/30/12	M------	1	$1,400.00	0.00
N33 Week:	09/17/12	09/23/12	-------	0	$0.00	0.00
N33 Week:	09/24/12	09/30/12	MT-----	2	$750.00	0.00
N34 Week:	09/17/12	09/23/12	---T---	1	$6,500.00	0.00
N34 Week:	09/24/12	09/30/12	-------	0	$0.00	0.00
N35 Week:	09/17/12	09/23/12	--WTF--	1	$850.00	0.00
N35 Week:	09/24/12	09/30/12	MT-----	1	$900.00	0.00

Totals 62 $72,800.00