



WEWS

ORDER

Print Date 09/28/12

Page 1 of 3

Flight Dates **09/26/12-10/02/12**

Contract / Revision **312276 /**

Original Date / Revision
09/27/12 09/27/12

Advertiser **NEA Fund for Children and I**

Agency **New Media Firm**

Buying Contact

**1322 G Street SE
Washington, DC 20003**

Product
NEAFCPE OH TV 9.26-10.2.12

Agency Com 15%

Billing Contact
**1322 G Street SE
Washington, DC 20003**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1664**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

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 69525

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	19	\$30,876.25	\$36,325.00	0.00	08/27/12	09/30/12	19	\$30,876.25	\$36,325.00
October 2012	18	\$28,220.00	\$33,200.00	0.00	10/01/12	10/02/12	18	\$28,220.00	\$33,200.00
Totals	37	\$59,096.25	\$69,525.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
E 1	WEWS	09/26/12	10/02/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$1,300.00	P-1	0.00	NM	3	\$3,900.00
		<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	--W-F--					2	\$1,300.00		0.00			
		Week: 10/01/12	10/07/12	-T-----					1	\$1,300.00		0.00			
2	WEWS	09/26/12	10/02/12		CM	7-9a	MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	4	\$6,400.00



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Page 2 of 3

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Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:20:00

Advertiser **NEA Fund for Children and** Product **NEAFCPE OH TV 9.26-10.2.** Estimate # **1664**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount		
				M-F GMA 7-9a												
				M-F GMA 7-9a												
		<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	--WT---					2	\$1,600.00		0.00				
Week:		10/01/12	10/07/12	MT-----					2	\$1,600.00		0.00				
E 3	WEWS	09/26/12	10/02/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	4	\$4,800.00	
				M-F 9-10a												
		<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	--W-F--					2	\$1,200.00		0.00				
Week:		10/01/12	10/07/12	MT-----					2	\$1,200.00		0.00				
E 4	WEWS	09/26/12	10/02/12	M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00	
				M-F 10-11a												
		<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	-----					0	\$0.00		0.00				
Week:		10/01/12	10/07/12	-T-----					1	\$1,200.00		0.00				
E 5	WEWS	09/26/12	10/02/12	M-F 12-1230pm News	CM	12-1p	MTWTF--	:30	1	\$1,800.00	P-1	0.00	NM	3	\$5,400.00	
				12-1230p News												
		<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	----F--					1	\$1,800.00		0.00				
Week:		10/01/12	10/07/12	MT-----					2	\$1,800.00		0.00				
6	WEWS	09/26/12	10/02/12	M-F 2-3p	CM	2-3p	MTWTF--	:30	1	\$1,800.00	P-1	0.00	NM	2	\$3,600.00	
				2-3pm General Hospital												
		<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	--W----					1	\$1,800.00		0.00				
Week:		10/01/12	10/07/12	M-----					1	\$1,800.00		0.00				
7	WEWS	09/26/12	10/02/12	M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00	
				M-F 3-4p Katie												
		<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	-----					0	\$0.00		0.00				
Week:		10/01/12	10/07/12	-T-----					1	\$1,800.00		0.00				
E 8	WEWS	09/26/12	10/02/12	M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$2,000.00	P-1	0.00	NM	2	\$4,000.00	
				M-F 5-6p News												
		<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	----F--					1	\$2,000.00		0.00				
Week:		10/01/12	10/07/12	-T-----					1	\$2,000.00		0.00				
9	WEWS	09/26/12	10/02/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$3,000.00	P-1	0.00	NM	3	\$9,000.00	
				M-F 6-630p News												
		<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	--W-F--					2	\$3,000.00		0.00				
Week:		10/01/12	10/07/12	M-----					1	\$3,000.00		0.00				
E 10	WEWS	09/26/12	10/02/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	1	\$2,500.00	P-1	0.00	NM	2	\$5,000.00	
				7-730p The List												
		<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	----F--					1	\$2,500.00		0.00				
Week:		10/01/12	10/07/12	-T-----					1	\$2,500.00		0.00				
11	WEWS	09/26/12	10/02/12	M-F 730-8P	CM	730-8p	MTWTF--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00	
				730-8p Let's Ask America												
		<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	--W-F--					2	\$2,500.00		0.00				
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00				
12	WEWS	09/26/12	10/02/12	M-SU 11-1135P Late News	CM	11-1135p	MTWTFSS	:30	1	\$4,000.00	P-1	0.00	NM	2	\$8,000.00	
				M-SU 11-1135P Late News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				



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Page 3 of 3

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Advertiser **NEA Fund for Children and** Product **NEAFCPE OH TV 9.26-10.2** Estimate # **1664**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
12	WEWS	09/26/12	10/02/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTFSS	:30	1	\$4,000.00	P-1	0.00	NM	2	\$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	--W----					1	\$4,000.00		0.00			
		Week: 10/01/12	10/07/12	-T-----					1	\$4,000.00		0.00			
13	WEWS	09/26/12	10/02/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$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: 09/24/12	09/30/12	----F--					1	\$2,000.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$2,000.00		0.00			
14	WEWS	09/26/12	10/02/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$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: 09/24/12	09/30/12	--W----					1	\$1,200.00		0.00			
		Week: 10/01/12	10/07/12	MT-----					2	\$1,200.00		0.00			
E 15	WEWS	09/26/12	10/02/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$1,300.00	P-1	0.00	NM	1	\$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: 09/24/12	09/30/12	-----S-					1	\$1,300.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
E 16	WEWS	09/26/12	10/02/12	SA 7PM News SA 7PM News	CM	7-730p	-----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: 09/24/12	09/30/12	-----S-					1	\$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 09/24/12-09/30/12 SA 7PM News 7-730p -----Sa-- :30 (\$2,000.00) 0.00 NM See MG 16.2 [no news/osu post game]													
		2 WEWS 10/01/12-10/02/12 M-F 6-630p News 6-630p MT----- :30 \$2,000.00 0.00 NM MG for 16.1 09/29													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
17	WEWS	09/26/12	10/02/12	SU 12a-1a CSI Miami Late SU CSI Miami Late	CM	12a-1a	-----S	:30	1	\$525.00	P-1	0.00	NM	1	\$525.00
		<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	-----S					1	\$525.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
														Totals	37 \$69,525.00