



WEWS

ORDER

Flight Dates **09/28/12-10/04/12**

Contract / Revision **300767 /**
Original Date / Revision
 09/28/12 09/28/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane
 Alexandria, VA 22314**

Product
NRCC IE 2012

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 # **2601 - TV Sep 28-Oct 4**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35-64
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	7	\$21,590.00	\$25,400.00	0.00	08/27/12	09/30/12	7	\$21,590.00	\$25,400.00
October 2012	26	\$25,160.00	\$29,600.00	0.00	10/01/12	10/04/12	26	\$25,160.00	\$29,600.00
Totals	33	\$46,750.00	\$55,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
1	WEWS	09/28/12	10/04/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<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	\$550.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					4	\$550.00		0.00			
2	WEWS	09/28/12	10/04/12		CM	7-9a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	5	\$3,000.00



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Order Sep 00:20:00

Advertiser **NRCC IE** Product **NRCC IE 2012**

Estimate # **2601 - TV Sep 28-Oct 4**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals 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	----F--					1	\$600.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					4	\$600.00		0.00			
3	WEWS	09/28/12	10/04/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	3	\$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: 09/24/12	09/30/12	----F--					1	\$550.00		0.00			
		Week: 10/01/12	10/07/12	M-W----					2	\$550.00		0.00			
4	WEWS	09/28/12	10/04/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$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: 09/24/12	09/30/12	----F--					1	\$2,000.00		0.00			
		Week: 10/01/12	10/07/12	M-W----					2	\$2,000.00		0.00			
E 5	WEWS	09/29/12	09/29/12	SA 7-8p Rotation SA 7-8p Rotation	CM	7-8p	-----S-	:30	1	\$1,300.00	P-1	0.00	NM	0	\$0.00
		<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			
	<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 7-8p Rotation		7-8p	-----Sa--	:30		(\$1,300.00)		0.00	NM		
				See MG 10.4, 10.5 [7-8p is Ohio State post game show]											
6	WEWS	09/28/12	10/04/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$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: 09/24/12	09/30/12	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	MT-T---					3	\$1,000.00		0.00			
7	WEWS	09/28/12	10/04/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<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	\$1,000.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					4	\$1,000.00		0.00			
8	WEWS	09/29/12	09/29/12	OSU Football Ohio State Football	CM	12p-1130p	-----S-	:30	1	\$20,000.00	P-2	0.00	NM	1	\$20,000.00
		<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	\$20,000.00		0.00			
9	WEWS	09/28/12	10/04/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTFSS	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
		<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	-----					0	\$0.00		0.00			
		Week: 10/01/12	10/07/12	MTWT---					4	\$2,400.00		0.00			
E 10	WEWS	09/28/12	10/04/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	4	\$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	\$900.00		0.00			



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Product **NRCC IE 2012**

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 10	WEWS	09/28/12	10/04/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	4	\$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				\$900.00		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		M-F 1135p-1202a Nightline		1135p-1207x	----F--	:30		(\$900.00)		0.00	NM		
		See MG 10.4, 10.5													
		[na]													
4	WEWS	10/01/12-10/04/12		M-F 5-6p News		5-6p	MTWTh----	:30		\$1,500.00		0.00	NM		
		Ⓜ MG for 10.1,5.1													
5	WEWS	09/24/12-09/30/12		Sa 6a-8a News		6-8a	-----Sa--	:30		\$700.00		0.00	NM		
		Ⓜ MG for 10.1,5.1													
		Week: 10/01/12	10/07/12	-T-T--		2				\$900.00		0.00			
													Totals	33	\$55,000.00