



WEWS

# ORDER

Print Date 10/30/12

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Flight Dates 10/29/12-11/05/12

Contract / Revision 316063 /

Original Date / Revision  
10/26/12 10/30/12

Advertiser NRA - National Rifle Associa

Agency American Media and Advoca

Buying Contact

815 Slaters Lane  
Alexandria, VA 22314

Product  
NRA Fall 2012 10.29-11.5

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 # 3511

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 89700

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
November 2012	23	\$76,245.00	\$89,700.00	0.00	10/29/12	11/05/12	23	\$76,245.00	\$89,700.00
<b>Totals</b>	<b>23</b>	<b>\$76,245.00</b>	<b>\$89,700.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WEWS	10/29/12	11/05/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	5	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWT---		4				\$2,500.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 2	WEWS	10/29/12	11/05/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	9	\$1,400.00	P-1	0.00	NM	11	\$15,400.00



WEWS

Print Date: 10/30/12

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Contract / Revision **316063** Flight Dates **10/29/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/30/12

Order Sep 00:20:00

Advertiser **NRA - National Rifle Assoc** Product **NRA Fall 2012 10.29-11.5**

Estimate # **3511**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 2	WEWS	10/29/12	11/05/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	9	\$1,400.00	P-1	0.00	NM	11	\$15,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		9				\$1,400.00		0.00			
		Week: 11/05/12	11/11/12	M-----		2				\$1,400.00		0.00			
N 3	WEWS	10/29/12	11/05/12	OSU Football Ohio State Football	CM	12p-1130p	-----S-	:30	1	\$50,000.00	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: 10/29/12	11/04/12	-----S-		1				\$50,000.00		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	10/29/12-11/04/12	OSU Football	12p-1130p	-----Sa--	:30		<del>\$50,000.00</del>		0.00	NM		
		Credited [Cash to be added to end of contract]													
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 4	WEWS	10/29/12	11/05/12	NCAA 330p-7pm NCAA 330p-7pm	CM	330-7p	-----S-	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$10,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 5	WEWS	10/29/12	11/05/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$2,500.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 6	WEWS	10/29/12	11/05/12	SU 1125p-12a Sports Ext SU 1125p-12a Sports Ext	CM	1135p-12x	-----S	: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: 10/29/12	11/04/12	-----S		1				\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 7	WEWS	10/29/12	11/05/12	NCAA 12p-330pm NCAA 12p-330pm	CM	12-330p	-----S-	:30	2	\$20,000.00	P-1	0.00	NM	2	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$20,000.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 8	WEWS	10/31/12	11/05/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	M-WTF-S	: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: 10/31/12	11/06/12	M-WTF-S		1				\$7,500.00		0.00			
N 9	WEWS	10/29/12	11/05/12	NYC Marathon NYC Marathon	CM	4-6pm	-----S	:30	2	\$1,250.00	P-1	0.00	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2				\$1,250.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$0.00		0.00			

Totals 23 \$89,700.00