WEWS

ORDER

Flight Dates **10/30/12-11/06/12**

Contract / Revision **307909** /

Original Date / Revision
08/14/12 10/31/12

Advertiser **Priorities USA Action**

Agency **Mundy Katowitz Media Inc**

Buying Contact

1322 G Street SE
Washington, DC 20003-3021

Product
PUSA Action TV 10.30-11.06.12

Agency Com 15%

Billing Contact

1322 G Street SE
Washington, DC 20003-3021

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00
Estimate # **1567**
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 95850

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
November 2012	63	$81,472.50	$95,850.00	0.00
Totals	63	$81,472.50	$95,850.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	63	$81,472.50	$95,850.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 1	WEWS	10/30/12	11/06/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF- -	:30	4	$750.00	P-1	0.00	NM	7	$5,250.00
E 2	WEWS	10/30/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF- -	:30	4	$950.00	P-1	0.00	NM	6	$5,700.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	10/29/12	11/04/12	-TWTF- -	5	$750.00	0.00
Week:	11/05/12	11/11/12	MT- - - - -	2	$750.00	0.00

WEWS

Contract / Revision **307909** Flight Dates **10/30/12-11/06/12** Hiatus Dates

Original Date / Revision 08/14/12 / 10/31/12 Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **PUSA Action TV 10.30-11.06** Estimate # **1567**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 2	WEWS	10/30/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	$950.00	P-1	0.00	NM	6	$5,700.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	-TWTF--	4	$950.00	0.00								
	Week:	11/05/12	11/11/12	MT-----	2	$950.00	0.00								
E 3	WEWS	10/30/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	$950.00	P-1	0.00	NM	4	$3,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	-T-T---	2	$950.00	0.00								
	Week:	11/05/12	11/11/12	MT-----	2	$950.00	0.00								
E 4	WEWS	10/30/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	$850.00	P-1	0.00	NM	3	$2,550.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	-T-T---	2	$850.00	0.00								
	Week:	11/05/12	11/11/12	M------	1	$850.00	0.00								
E 5	WEWS	10/30/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	$850.00	P-1	0.00	NM	2	$1,700.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	-T-T---	2	$850.00	0.00								
	Week:	11/05/12	11/11/12	-------	0	$0.00	0.00								
E 6	WEWS	10/30/12	11/06/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	$1,600.00	P-1	0.00	NM	2	$3,200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	--W-F--	2	$1,600.00	0.00								
	Spot	Ch	Date Range	Description		Start/End Time		Weekdays		Length	Rate	Rtg	Type		
	4	WEWS	10/29/12-11/04/12	*M-F 11-12p*		11a-12p		--W--F----		*:30*	*~~$1,600.00~~*	0.00	*NM*		
		Credited													
		[adding spots to end of contract]													
	Week:	11/05/12	11/11/12	M------	1	$1,600.00	0.00								
E 7	WEWS	10/30/12	11/06/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	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:	10/29/12	11/04/12	-T-T---	2	$1,200.00	0.00								
	Spot	Ch	Date Range	Description		Start/End Time		Weekdays		Length	Rate	Rtg	Type		
	5	WEWS	10/29/12-11/04/12	*M-F 12-1230pm News*		12-1p		-T-Th-----		*:30*	*~~$1,200.00~~*	0.00	*NM*		
		Credited													
	Week:	11/05/12	11/11/12	M------	1	$1,200.00	0.00								
E 8	WEWS	10/30/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	2	$850.00	P-1	0.00	NM	3	$2,550.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	--WT---	2	$850.00	0.00								
	Week:	11/05/12	11/11/12	M------	1	$850.00	0.00								
E 10	WEWS	10/30/12	11/06/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	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:	10/29/12	11/04/12	-T-TF--	3	$1,400.00	0.00								
	Week:	11/05/12	11/11/12	-------	0	$0.00	0.00								
E 11	WEWS	10/30/12	11/06/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	2	$1,300.00	P-1	0.00	NM	3	$3,900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	--W-F--	2	$1,300.00	0.00								
	Week:	11/05/12	11/11/12	M------	1	$1,300.00	0.00								

WEWS

Contract / Revision **307909** Flight Dates **10/30/12-11/06/12** Hiatus Dates

Original Date / Revision 08/14/12 / 10/31/12 Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **PUSA Action TV 10.30-11.06** Estimate # **1567**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 12	WEWS	10/30/12	11/06/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	2	$2,000.00	P-1	0.00	NM	3	$6,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	-T-T---	2	$2,000.00	0.00								
	Week:	11/05/12	11/11/12	M------	1	$2,000.00	0.00								
E 13	WEWS	10/30/12	11/06/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	$2,500.00	P-1	0.00	NM	1	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	-TW-F--	3	$2,500.00	0.00								
	Spot	Ch	Date Range	Description		Start/End Time		Weekdays		Length	Rate	Rtg	Type		
	7	WEWS	10/29/12-11/04/12	M-F 6-630p News		6-630p		-TW--F----		:30	~~$2,500.00~~	0.00	NM		
		Credited													
		[adding spots to end of contract]													
	9	WEWS	10/29/12-11/04/12	M-F 6-630p News		6-630p		-TW--F----		:30	~~$2,500.00~~	0.00	NM		
		Credited													
	Week:	11/05/12	11/11/12	-------	0	$0.00	0.00								
E 14	WEWS	10/30/12	11/06/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTFSS	:30	3	$2,500.00	P-1	0.00	NM	0	$0.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	---TF--	2	$2,500.00	0.00								
	Spot	Ch	Date Range	Description		Start/End Time		Weekdays		Length	Rate	Rtg	Type		
	5	WEWS	10/29/12-11/04/12	M-Su 630-7p WNT		630-7p		---ThF----		:30	~~$2,500.00~~	0.00	NM		
		Credited													
		[adding spots to end of contract]													
	6	WEWS	10/29/12-11/04/12	M-Su 630-7p WNT		630-7p		---ThF----		:30	~~$2,500.00~~	0.00	NM		
		Credited													
	Week:	11/05/12	11/11/12	M------	1	$2,500.00	0.00								
	Spot	Ch	Date Range	Description		Start/End Time		Weekdays		Length	Rate	Rtg	Type		
	7	WEWS	11/05/12-11/11/12	M-Su 630-7p WNT		630-7p		M---------		:30	~~$2,500.00~~	0.00	NM		
		Credited													
		[adding spots to end of contract]													
E 15	WEWS	10/30/12	11/06/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	3	$1,500.00	P-1	0.00	NM	2	$6,700.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	-T-T---	2	$1,500.00	0.00								
	Spot	Ch	Date Range	Description		Start/End Time		Weekdays		Length	Rate	Rtg	Type		
	7	WEWS	10/30/12-10/30/12	M-F 7-730p		7-730p		-T--------		:30	$5,200.00	0.00	NM		
	Week:	11/05/12	11/11/12	-------	0	$0.00	0.00								
E 16	WEWS	10/30/12	11/06/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	2	$1,500.00	P-1	0.00	NM	3	$4,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	--WT---	2	$1,500.00	0.00								
	Week:	11/05/12	11/11/12	M------	1	$1,500.00	0.00								
E 17	WEWS	10/30/12	11/06/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTFSS	:30	3	$3,000.00	P-1	0.00	NM	3	$9,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	-T-T---	2	$3,000.00	0.00								
	Week:	11/05/12	11/11/12	M------	1	$3,000.00	0.00								
E 18	WEWS	10/30/12	11/06/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	$1,600.00	P-1	0.00	NM	2	$3,200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	--WTF--	3	$1,600.00	0.00								

WEWS

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Original Date / Revision 08/14/12 / 10/31/12 Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **PUSA Action TV 10.30-11.06** Estimate # **1567**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 18	WEWS	10/30/12	11/06/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	$1,600.00	P-1	0.00	NM	2	$3,200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	--WTF--	3	$1,600.00	0.00								
Spot	Ch	Date Range		Description		Start/End Time		Weekdays		Length	Rate	Rtg	Type		
7	WEWS	10/29/12-11/04/12		M-F 1135p-1202a Nightline		1135p-1207x		--WThF----		:30	~~($1,600.00)~~	0.00	NM		
		Credited													
		[adding spots to end of contract]													
	Week:	11/05/12	11/11/12	M------	1	$1,600.00	0.00								
Spot	Ch	Date Range		Description		Start/End Time		Weekdays		Length	Rate	Rtg	Type		
10	WEWS	11/05/12-11/11/12		M-F 1135p-1202a Nightline		1135p-1207x		M---------		:30	~~($1,600.00)~~	0.00	NM		
		Credited													
		[adding spots to end of contract]													
E 19	WEWS	10/30/12	11/06/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	3	$900.00	P-1	0.00	NM	3	$2,700.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	-TW-F--	3	$900.00	0.00								
	Week:	11/05/12	11/11/12	-------	0	$0.00	0.00								
E 20	WEWS	11/03/12	11/03/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	$650.00	P-1	0.00	NM	1	$650.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	-----S-	1	$650.00	0.00								
E 21	WEWS	11/03/12	11/03/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	$900.00	P-1	0.00	NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	-----S-	1	$900.00	0.00								
E 22	WEWS	11/03/12	11/03/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	$1,600.00	P-1	0.00	NM	1	$1,600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	-----S-	1	$1,600.00	0.00								
E 23	WEWS	11/03/12	11/03/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----S-	:30	1	$650.00	P-1	0.00	NM	1	$650.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	-----S-	1	$650.00	0.00								
Spot	Ch	Date Range		Description		Start/End Time		Weekdays		Length	Rate	Rtg	Type		
3	WEWS	10/29/12-11/04/12		Criminal Minds		1135p-105x		------Sa--		:30	~~($650.00)~~	0.00	NM		
		See MG 23.4													
		[N/A DUE PGM CHG - TO PLACE - SA/SU CRIMINAL MINDS LATE]													
4	WEWS	10/29/12-11/04/12		SA 12a-1a CSI Miami Late		12a-1a		------Sa--		:30	$650.00	0.00	NM		
	Ⓜ	MG for 23.3 11/03													
E 24	WEWS	11/04/12	11/04/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	------S	:30	1	$900.00	P-1	0.00	NM	1	$900.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	------S	1	$900.00	0.00								
E 25	WEWS	11/04/12	11/04/12	SU 6-630p News SU 6-630p News	CM	6-630p	------S	:30	1	$1,600.00	P-1	0.00	NM	1	$1,600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	------S	1	$1,600.00	0.00								
E 26	WEWS	11/04/12	11/04/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	------S	:30	1	$3,000.00	P-1	0.00	NM	0	$0.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	10/29/12	11/04/12	------S	1	$3,000.00	0.00								

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Advertiser **Priorities USA Action** Product **PUSA Action TV 10.30-11.06** Estimate # **1567**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Totals Amount
E 26	WEWS	11/04/12	11/04/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	------S	:30	1	$3,000.00	P-1	0.00	NM	0	$0.00
	Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays ------S	Spots/Week 1	Rate $3,000.00	Rating 0.00								
	Spot 3	Ch WEWS	Date Range 10/29/12-11/04/12	Description M-SU 11-1135P Late News		Start/End Time 11-1135p		Weekdays --------Su		Length :30	Rate ~~($3,000.00)~~	Rtg 0.00	Type NM		
		Credited													
		[adding spots to end of contract]													
E 27	WEWS	11/05/12	11/05/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	M------	:30	1	$400.00	P-1	0.00	NM	1	$400.00
	Week:	Start Date 11/05/12	End Date 11/11/12	Weekdays M------	Spots/Week 1	Rate $400.00	Rating 0.00								
N 28	WEWS	10/30/12	11/06/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	1	$1,500.00	P-1	0.00	NM	1	$1,500.00
	Week:	Start Date 10/30/12	End Date 11/05/12	Weekdays MTWTF--	Spots/Week 1	Rate $1,500.00	Rating 0.00								
	Week:	11/06/12	11/12/12	-------	0	$0.00	0.00								
N 29	WEWS	10/31/12	10/31/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	--W----	:30	1	$4,000.00	P-1	0.00	NM	1	$4,000.00
	Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays --W----	Spots/Week 1	Rate $4,000.00	Rating 0.00								
N 30	WEWS	10/31/12	10/31/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	--W----	:30	1	$6,000.00	P-1	0.00	NM	1	$6,000.00
	Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays --W----	Spots/Week 1	Rate $6,000.00	Rating 0.00								
N 31	WEWS	10/31/12	10/31/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	--W----	:30	1	$7,800.00	P-1	0.00	NM	1	$7,800.00
	Week:	Start Date 10/29/12	End Date 11/04/12	Weekdays --W----	Spots/Week 1	Rate $7,800.00	Rating 0.00								
													Totals	63	$95,850.00