



WEWS

ORDER

Print Date 08/17/12

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Flight Dates 10/09/12-10/15/12

Contract / Revision 307895 /

Original Date / Revision
08/17/12 08/17/12

Advertiser **Priorities USA Action**

Agency **Mundy Katowitz Media Inc**

Buying Contact

**1322 G Street SE
Washington, DC 20003-3021**

Product
PUSA Action TV 10.09-10.15.12

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 # **1564**

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 64025

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
October 2012	54	\$54,421.25	\$64,025.00	0.00	10/01/12	10/15/12	54	\$54,421.25	\$64,025.00
Totals	54	\$54,421.25	\$64,025.00	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	10/09/12	10/15/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	-TWT---		3		\$700.00		0.00					
	Week:	10/15/12	10/21/12	-----		0		\$0.00		0.00					
2	WEWS	10/09/12	10/15/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00



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Contract / Revision **307895** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Priorities USA Action**

Product **PUSA Action TV 10.09-10.15** Estimate # **1564**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	WEWS	10/09/12	10/15/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$950.00		0.00			
3	WEWS	10/09/12	10/15/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	4	\$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: 10/08/12	10/14/12	-TWTF--					4	\$900.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
4	WEWS	10/09/12	10/15/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$950.00		0.00			
5	WEWS	10/09/12	10/15/12	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-T---					2	\$900.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
6	WEWS	10/09/12	10/15/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$850.00		0.00			
7	WEWS	10/09/12	10/15/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$775.00	P-1	0.00	NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W-F--					2	\$775.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
8	WEWS	10/09/12	10/15/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$775.00	P-1	0.00	NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-T---					2	\$775.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
9	WEWS	10/09/12	10/15/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$1,600.00		0.00			
10	WEWS	10/09/12	10/15/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TW-F--					3	\$1,400.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
11	WEWS	10/09/12	10/15/12	M-F 12pm News 12-1230p News	CM	12-1p	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$1,200.00		0.00			
12	WEWS	10/09/12	10/15/12	M-F 12pm News 12-1230p News	CM	12-1p	MTWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00



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Contract / Revision **307895** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **PUSA Action TV 10.09-10.15** Estimate # **1564**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
12	WEWS	10/09/12	10/15/12	M-F 12pm News 12-1230p News	CM	12-1p	MTWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$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: 10/08/12	10/14/12	--WT---					2	\$1,000.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
13	WEWS	10/09/12	10/15/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$850.00		0.00			
14	WEWS	10/09/12	10/15/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----					1	\$775.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
15	WEWS	10/09/12	10/15/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-T---					2	\$1,200.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
16	WEWS	10/09/12	10/15/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----					1	\$1,100.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
17	WEWS	10/09/12	10/15/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-T---					2	\$1,600.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
18	WEWS	10/09/12	10/15/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$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: 10/08/12	10/14/12	---TF--					2	\$2,000.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
19	WEWS	10/09/12	10/15/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	-T--F--	:30	2	\$2,200.00	P-1	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T--F--					2	\$2,200.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
20	WEWS	10/09/12	10/15/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$1,500.00		0.00			
21	WEWS	10/09/12	10/15/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	2	\$1,300.00	P-1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-T---					2	\$1,300.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
22	WEWS	10/09/12	10/15/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00



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Contract / Revision **307895** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

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Order Sep 00:20:00

Advertiser **Priorities USA Action**

Product **PUSA Action TV 10.09-10.15** Estimate # **1564**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
22	WEWS	10/09/12	10/15/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----		1				\$1,500.00		0.00			
23	WEWS	10/09/12	10/15/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	2	\$1,300.00	P-1	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W-F--		2				\$1,300.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
24	WEWS	10/09/12	10/15/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	-T--F--	:30	2	\$2,700.00	P-2	0.00	NM	2	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T--F--		2				\$2,700.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
25	WEWS	10/09/12	10/15/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----		1				\$1,600.00		0.00			
26	WEWS	10/09/12	10/15/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	---T---	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$1,400.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
27	WEWS	10/09/12	10/15/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1				\$750.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
28	WEWS	10/09/12	10/15/12	4-430am America This Morn 4-430a America This Morn	CM	4-430a	MTWTF--	:30	2	\$250.00	P-1	0.00	NM	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: 10/08/12	10/14/12	-T-T---		2				\$250.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
29	WEWS	10/09/12	10/15/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	MTWTF--	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W-F--		2				\$350.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
30	WEWS	10/09/12	10/15/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$775.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
31	WEWS	10/09/12	10/15/12	SA 7PM News SA 7PM News	CM	7-730p	-----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: 10/08/12	10/14/12	-----S-		1				\$1,300.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
32	WEWS	10/14/12	10/14/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	-----S	:30	1	\$2,700.00	P-2	0.00	NM	1	\$2,700.00



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Hiatus Dates

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Advertiser **Priorities USA Action**

Product **PUSA Action TV 10.09-10.15** Estimate # **1564**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
32	WEWS	10/14/12	10/14/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	-----S	:30	1	\$2,700.00	P-2	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S		1		\$2,700.00		0.00					
33	WEWS	10/09/12	10/15/12	Criminal Minds Sa Criminal Minds	CM	1135p-105x	-----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: 10/08/12	10/14/12	-----S-		1		\$525.00		0.00					
		Week: 10/15/12	10/21/12	-----		0		\$0.00		0.00					
34	WEWS	10/13/12	10/13/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S-		1		\$1,100.00		0.00					
													Totals	54	\$64,025.00