WEWS

ORDER

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

Contract / Revision **307909** /

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 10.30-11.06.12

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 94350

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	69	$80,197.50	$94,350.00	0.00
Totals	69	$80,197.50	$94,350.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	69	$80,197.50	$94,350.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
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
	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								
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

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

Original Date / Revision 08/17/12 / 08/17/12 Order Sep 00:20:00

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
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								
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								
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								
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								
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	3	$4,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/29/12	11/04/12	--W-F--	2	$1,600.00	0.00								
	Week: 11/05/12	11/11/12	M------	1	$1,600.00	0.00								
7	WEWS	10/30/12	11/06/12	M-F 12pm News 12-1230p News	CM	12-1p	MTWTF--	:30	2	$1,200.00	P-1	0.00 NM	3	$3,600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/29/12	11/04/12	-T-T---	2	$1,200.00	0.00								
	Week: 11/05/12	11/11/12	M------	1	$1,200.00	0.00								
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								
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								
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								
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								
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	3	$7,500.00

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

Original Date / Revision 08/17/12 / 08/17/12 Order Sep 00:20:00

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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
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	3	$7,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/29/12	11/04/12	-TW-F--	3	$2,500.00	0.00								
Week:	11/05/12	11/11/12	-------	0	$0.00	0.00								
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	3	$7,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/29/12	11/04/12	---TF--	2	$2,500.00	0.00								
Week:	11/05/12	11/11/12	M------	1	$2,500.00	0.00								
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	$3,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/29/12	11/04/12	-T-T---	2	$1,500.00	0.00								
Week:	11/05/12	11/11/12	-------	0	$0.00	0.00								
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								
17	WEWS	10/30/12	11/06/12	M-SU 11-1135P Late Ne M-SU 11-1135P Late Ne	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								
18	WEWS	10/30/12	11/06/12	M-F 1135p-1202a Nightl M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	$1,600.00	P-1	0.00 NM	4	$6,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/29/12	11/04/12	--WTF--	3	$1,600.00	0.00								
Week:	11/05/12	11/11/12	M------	1	$1,600.00	0.00								
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								
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								
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								
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								
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								
24	WEWS	11/04/12	11/04/12		CM	8-9a	------S	:30	1	$900.00	P-1	0.00 NM	1	$900.00

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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
				SU GMA 8-9A SU GMA 8-9A											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/29/12	11/04/12	------S	1	$900.00	0.00								
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								
26	WEWS	11/04/12	11/04/12	M-SU 11-1135P Late Ne M-SU 11-1135P Late Nev	CM	11-1135p	------S	:30	1	$3,000.00	P-1	0.00	NM	1	$3,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		10/29/12	11/04/12	------S	1	$3,000.00	0.00								
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
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		11/05/12	11/11/12	M------	1	$400.00	0.00								
													Totals	69	$94,350.00