



WEWS

ORDER

Print Date 09/24/12

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Flight Dates **09/19/12-10/14/12**

Contract / Revision **304167 /**

Original Date / Revision
07/10/12 09/21/12

Advertiser **Republican Jewish Coalitior**

Agency **Jamestown Associates**

Buying Contact

**5 Mapleton Road
Suite 300
Princeton, NJ 08540**

Product

Issue. **RJC 09.17-10.14.12**

Agency Com 15%

Billing Contact

**5937 Jones Creek Road, Suite B
Baton Rouge, LA 70817**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

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 %	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	98	\$96,050.00	\$113,000.00	0.00	08/27/12	09/30/12	98	\$96,050.00	\$113,000.00
October 2012	90	\$83,810.00	\$98,600.00	0.00	10/01/12	10/14/12	90	\$83,810.00	\$98,600.00
Totals	188	\$179,860.00	\$211,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WEWS	09/19/12	10/14/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	20	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					5	\$450.00		0.00			
		Week: 09/24/12	09/30/12	M-TF--					5	\$550.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$550.00		0.00			



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Contract / Revision **304167** Flight Dates **09/19/12-10/14/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Republican Jewish Coalitic** Product **Issue. RJC 09.17-10.14.12** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/19/12	10/14/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	20	\$10,500.00
		<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	MTWTF--					5	\$550.00		0.00			
N 2	WEWS	09/19/12	10/14/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	20	\$11,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					5	\$500.00		0.00			
		Week: 09/24/12	09/30/12	M-TF--					5	\$600.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$600.00		0.00			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$600.00		0.00			
N 3	WEWS	09/19/12	10/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	20	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					5	\$450.00		0.00			
		Week: 09/24/12	09/30/12	M-TF--					5	\$550.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$550.00		0.00			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$550.00		0.00			
N 4	WEWS	09/19/12	10/14/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	5	\$900.00	P-1	0.00	NM	20	\$19,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					5	\$900.00		0.00			
		Week: 09/24/12	09/30/12	M-TF--					5	\$1,000.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$1,000.00		0.00			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$1,000.00		0.00			
N 5	WEWS	09/19/12	10/14/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$1,400.00	P-1	0.00	NM	14	\$21,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					5	\$1,400.00		0.00			
		Week: 09/24/12	09/30/12	M-TF--					3	\$1,600.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					3	\$1,600.00		0.00			
		Week: 10/08/12	10/14/12	MTWTF--					3	\$1,600.00		0.00			
N 6	WEWS	09/19/12	10/14/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$1,800.00	P-1	0.00	NM	20	\$39,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					5	\$1,800.00		0.00			
		Week: 09/24/12	09/30/12	M-TF--					5	\$2,000.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					5	\$2,000.00		0.00			
		Week: 10/08/12	10/14/12	MTWTF--					5	\$2,000.00		0.00			
N 7	WEWS	09/19/12	10/14/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	:30	3	\$1,800.00	P-2	0.00	NM	12	\$23,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					3	\$1,800.00		0.00			
		Week: 09/24/12	09/30/12	M-TF--					3	\$2,000.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					3	\$2,000.00		0.00			
		Week: 10/08/12	10/14/12	MTWTF--					3	\$2,000.00		0.00			
N 8	WEWS	09/19/12	09/21/12	M-F 7-730p 7-730p The List	CM	7-730p	--WTF--	:30	5	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					5	\$1,600.00		0.00			
N 9	WEWS	09/19/12	09/21/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	--WTF--	:30	5	\$1,800.00	P-1	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					5	\$1,800.00		0.00			



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Contract / Revision **304167** Flight Dates **09/19/12-10/14/12**

Hiatus Dates

Original Date / Revision 07/10/12/ 09/21/12

Order Sep 00:20:00

Advertiser **Republican Jewish Coalitic** Product **Issue. RJC 09.17-10.14.12** Estimate #

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 9	WEWS	09/19/12	09/21/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	--WTF--	:30	5	\$1,800.00	P-1	0.00 NM	5	\$9,000.00
N 10	WEWS	09/19/12	10/14/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF--	:30	3	\$2,200.00	P-2	0.00 NM	9	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 09/17/12	09/23/12	--WTF--					3	\$2,200.00		0.00		
		Week: 09/24/12	09/30/12	M-TF--					2	\$2,400.00		0.00		
		Week: 10/01/12	10/07/12	MTWTF--					2	\$2,400.00		0.00		
		Week: 10/08/12	10/14/12	MTWTF--					2	\$2,400.00		0.00		
N 11	WEWS	09/19/12	10/14/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	2	\$500.00	P-2	0.00 NM	3	\$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: 09/17/12	09/23/12	-----S-					2	\$500.00		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	09/17/12-09/23/12	SA GMA 8-9a	8-9a	-----Sa--	:30		(\$500.00)		0.00 NM		
				See MG 15.18,15.19,15.20,15.21 [n/a]										
		2	WEWS	09/17/12-09/23/12	SA GMA 8-9a	8-9a	-----Sa--	:30		(\$500.00)		0.00 NM		
				See MG 15.18,15.19,15.20,15.21 [n/a]										
		Week: 09/24/12	09/30/12	-----S-					1	\$600.00		0.00		
		Week: 10/01/12	10/07/12	-----S-					1	\$600.00		0.00		
		Week: 10/08/12	10/14/12	-----S-					1	\$600.00		0.00		
N 12	WEWS	09/19/12	10/14/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00 NM	5	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 09/17/12	09/23/12	-----S					2	\$500.00		0.00		
		Week: 09/24/12	09/30/12	-----S					1	\$600.00		0.00		
		Week: 10/01/12	10/07/12	-----S					1	\$600.00		0.00		
		Week: 10/08/12	10/14/12	-----S					1	\$600.00		0.00		
N 13	WEWS	09/19/12	10/14/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	: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: 09/17/12	09/23/12	-----S					1	\$1,200.00		0.00		
		Week: 09/24/12	09/30/12	-----					0	\$0.00		0.00		
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00		
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00		
N 14	WEWS	09/19/12	10/14/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$800.00	P-2	0.00 NM	15	\$13,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 09/17/12	09/23/12	--WTF--					4	\$800.00		0.00		
		Week: 09/24/12	09/30/12	M-TF--					3	\$900.00		0.00		
		Week: 10/01/12	10/07/12	MTWTF--					4	\$900.00		0.00		
		Week: 10/08/12	10/14/12	MTWTF--					4	\$900.00		0.00		
N 15	WEWS	09/19/12	10/14/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	4	\$800.00	P-2	0.00 NM	16	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 09/17/12	09/23/12	--WTF--					4	\$800.00		0.00		



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Contract / Revision **304167** Flight Dates **09/19/12-10/14/12**

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Order Sep 00:20:00

Advertiser **Republican Jewish Coalitic** Product **Issue. RJC 09.17-10.14.12** Estimate #

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 15	WEWS	09/19/12	10/14/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightline	CM	1135p-1207x	MTWTF--	:30	4	\$800.00	P-2	0.00 NM	16	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--			4		\$800.00		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 Type</u>		
2	WEWS	09/17/12-09/23/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	:30		(\$800.00)		0.00 NM		
				See MG 15.18,15.19,15.20,15.21										
				[na]										
3	WEWS	09/17/12-09/23/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	:30		(\$800.00)		0.00 NM		
				See MG 15.18,15.19,15.20,15.21										
				[tp oversold]										
4	WEWS	09/17/12-09/23/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	:30		(\$800.00)		0.00 NM		
				See MG 15.18,15.19,15.20,15.21										
				[per bill]										
17	WEWS	09/17/12-09/23/12		M-F 1135p-1202a Nightline		1135p-1207x	--WThF----	:30		(\$800.00)		0.00 NM		
				See MG 15.18,15.19,15.20,15.21										
				[n/a]										
18	WEWS	09/27/12-09/28/12		M-F 1135p-1202a Nightline		1135p-1207x	---ThF----	:30		\$1,600.00		0.00 NM		
				Ⓜ MG for 15.4,15.2,15.17,11.1,15.3,11.2										
19	WEWS	09/27/12-09/28/12		M-F 1135p-1202a Nightline		1135p-1207x	---ThF----	:30		\$1,600.00		0.00 NM		
				Ⓜ MG for 15.4,15.2,15.17,11.1,15.3,11.2										
20	WEWS	10/01/12-10/05/12		M-F 9-10a		9-10a	MTWThF----	:30		\$500.00		0.00 NM		
				Ⓜ MG for 15.4,15.2,15.17,11.1,15.3,11.2										
21	WEWS	10/01/12-10/05/12		M-F 9-10a		9-10a	MTWThF----	:30		\$500.00		0.00 NM		
				Ⓜ MG for 15.4,15.2,15.17,11.1,15.3,11.2										
Week:		09/24/12	09/30/12	M--TF--			4		\$900.00		0.00			
Week:		10/01/12	10/07/12	MTWTF--			4		\$900.00		0.00			
Week:		10/08/12	10/14/12	MTWTF--			4		\$900.00		0.00			
N 16	WEWS	09/30/12	10/14/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,300.00	P-2	0.00 NM	3	\$3,900.00
		<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			
Week:		10/01/12	10/07/12	-----S			1		\$1,300.00		0.00			
Week:		10/08/12	10/14/12	-----S			1		\$1,300.00		0.00			
												Totals	188	\$211,600.00