



WEWS

ORDER

Print Date 09/28/12

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Flight Dates **09/28/12-10/05/12**

Contract / Revision **312896 /**
Original Date / Revision
 09/27/12 09/27/12

Advertiser **Republican National Commi**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane
 Alexandria, VA 22314**

Product
20- RNC 9.28-10-5.12

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 # **3275**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

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	3	\$5,950.00	\$7,000.00	0.00	08/27/12	09/30/12	3	\$5,950.00	\$7,000.00
October 2012	17	\$37,740.00	\$44,400.00	0.00	10/01/12	10/05/12	17	\$37,740.00	\$44,400.00
Totals	20	\$43,690.00	\$51,400.00	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	10/02/12	10/05/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	- 1- 11--	:30	3	\$1,800.00	P-1	0.00	NM	3	\$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: 10/01/12	10/07/12	- 1- 11--		3		\$1,800.00		0.00					
N 2	WEWS	10/01/12	10/03/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	1- 1- - - -	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00



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Contract / Revision **312896** Flight Dates **09/28/12-10/05/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:20:00

Advertiser **Republican National Commr** Product **20- RNC 9.28-10-5.12**

Estimate # **3275**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/01/12	10/03/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	1-1----	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-1----		2				\$3,000.00		0.00			
N 3	WEWS	09/30/12	09/30/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----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: 09/24/12	09/30/12	-----S		1				\$2,500.00		0.00			
N 4	WEWS	10/01/12	10/05/12	M-F 7-730p 7-730p The List	CM	7-730p	11111--	:30	5	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5				\$2,500.00		0.00			
N 5	WEWS	09/28/12	10/05/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	11111--	:30	5	\$2,500.00	P-1	0.00	NM	6	\$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: 09/24/12	09/30/12	----1--		1				\$2,500.00		0.00			
		Week: 10/01/12	10/07/12	11111--		5				\$2,500.00		0.00			
N 6	WEWS	10/01/12	10/03/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	1-1----	:30	2	\$4,000.00	P-1	0.00	NM	2	\$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: 10/01/12	10/07/12	1-1----		2				\$4,000.00		0.00			
N 7	WEWS	09/29/12	09/29/12	SA 1135-1150p Sports Sports Saturday late	CM	1130p-1150p	-----S-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$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: 09/24/12	09/30/12	-----S-		1				\$2,000.00		0.00			
													Totals	20	\$51,400.00