



WEWS

ORDER

Flight Dates **10/03/12-10/09/12**

Contract / Revision **313652 /**

Original Date / Revision
10/02/12 10/17/12

Advertiser **RNC-Romney / Republican /**

Agency **American Rambler Producti**

Buying Contact

**138 Conant Street
Beverly, MA 01915**

Product
RNC-Romney 10.3-10.9.12

Agency Com 15%

Billing Contact

**138 Conant Street
Beverly, MA 01915**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **Order # 474 10.3-10.9**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 151150

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	85	\$128,477.50	\$151,150.00	0.00	10/01/12	10/09/12	85	\$128,477.50	\$151,150.00
Totals	85	\$128,477.50	\$151,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WEWS	10/03/12	10/09/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$550.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$550.00		0.00			
N 2	WEWS	10/03/12	10/09/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	5	\$3,000.00



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Contract / Revision **313652** Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/02/12/ 10/17/12

Order Sep 00:20:00

Advertiser **RNC-Romney / Republican** Product **RNC-Romney 10.3-10.9.12** Estimate # **Order # 474 10.3-10.9**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	10/03/12	10/09/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<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	--WTF--					3	\$600.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$600.00		0.00			
N 3	WEWS	10/03/12	10/09/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$550.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$550.00		0.00			
N 4	WEWS	10/03/12	10/09/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	7	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$550.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					4	\$550.00		0.00			
N 5	WEWS	10/03/12	10/09/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$1,300.00	P-2	0.00	NM	5	\$6,500.00
		<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	--WTF--					3	\$1,300.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$1,300.00		0.00			
N 6	WEWS	10/03/12	10/09/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	6	\$800.00	P-2	0.00	NM	10	\$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	--WTF--					6	\$800.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					4	\$800.00		0.00			
N 7	WEWS	10/03/12	10/09/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	\$700.00	P-2	0.00	NM	0	\$0.00
		<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	-----					0	\$0.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$700.00		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	10/08/12-10/14/12	M-F 2-3p	2-3p	MT-----	:30		(\$700.00)		0.00	NM		
					<i>Credited</i>										
		2	WEWS	10/08/12-10/14/12	M-F 2-3p	2-3p	MT-----	:30		(\$700.00)		0.00	NM		
					<i>Credited</i>										
N 8	WEWS	10/03/12	10/09/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	3	\$950.00	P-2	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					3	\$950.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$950.00		0.00			
N 9	WEWS	10/03/12	10/09/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,300.00	P-2	0.00	NM	5	\$6,500.00
		<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	--WTF--					3	\$1,300.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$1,300.00		0.00			
N 10	WEWS	10/03/12	10/09/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF--	:30	3	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
		<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	--WTF--					3	\$2,400.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					3	\$2,400.00		0.00			
N 11	WEWS	10/03/12	10/09/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	5	\$4,500.00



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Contract / Revision **313652** Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/02/12/ 10/17/12

Order Sep 00:20:00

Advertiser **RNC-Romney / Republican** Product **RNC-Romney 10.3-10.9.12** Estimate # **Order # 474 10.3-10.9**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N11	WEWS	10/03/12	10/09/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<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	--WTF--					3	\$900.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$900.00		0.00			
N12	WEWS	10/03/12	10/09/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	5	\$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: 10/01/12	10/07/12	--WTF--					3	\$400.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$400.00		0.00			
N13	WEWS	10/03/12	10/09/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<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	-----					0	\$0.00		0.00			
		Week: 10/08/12	10/14/12	M-----					1	\$12,000.00		0.00			
N14	WEWS	10/03/12	10/09/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$9,000.00	P-1	0.00	NM	1	\$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: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
		Week: 10/08/12	10/14/12	-T-----					1	\$9,000.00		0.00			
N15	WEWS	10/03/12	10/09/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<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	---T---					1	\$7,000.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N16	WEWS	10/03/12	10/09/12	Friday Prime A Friday Prime A	CM	8-9p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<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	----F--					1	\$3,500.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N17	WEWS	10/03/12	10/09/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<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	----F--					1	\$4,500.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N18	WEWS	10/03/12	10/09/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$400.00	P-2	0.00	NM	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: 10/01/12	10/07/12	-----S-					1	\$400.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N19	WEWS	10/03/12	10/09/12	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: 10/01/12	10/07/12	-----S-					1	\$775.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N20	WEWS	10/03/12	10/09/12	SU GMA 8-9A SU 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: 10/01/12	10/07/12	-----S					1	\$775.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N21	WEWS	10/03/12	10/09/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00



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Contract / Revision **313652** Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/02/12/ 10/17/12

Order Sep 00:20:00

Advertiser **RNC-Romney / Republican** Product **RNC-Romney 10.3-10.9.12** Estimate # **Order # 474 10.3-10.9**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N21	WEWS	10/03/12	10/09/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$300.00	P-3	0.00	NM	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: 10/01/12	10/07/12	-----S		1				\$300.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
N22	WEWS	10/03/12	10/09/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,300.00	P-2	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: 10/01/12	10/07/12	-----S		1				\$1,300.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
N23	WEWS	10/03/12	10/09/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<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	-----S		1				\$7,000.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
N24	WEWS	10/03/12	10/09/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$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: 10/01/12	10/07/12	-----S		1				\$2,400.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
N25	WEWS	10/03/12	10/09/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	2	\$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: 10/01/12	10/07/12	-----		0				\$0.00		0.00			
		Week: 10/08/12	10/14/12	MT-----		3				\$1,400.00		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	10/08/12-10/14/12	M-F 2-3p	2-3p	MT-----	:30		(\$1,400.00)		0.00	NM		
		<i>Credited</i>													
N26	WEWS	10/03/12	10/09/12	OSU Football Ohio State Football	CM	12p-1130p	-----S-	:30	1	\$8,000.00	P-3	0.00	NM	1	\$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	-----S-		1				\$8,000.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
N27	WEWS	10/03/12	10/09/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<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	-----S		1				\$5,000.00		0.00			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
N28	WEWS	10/03/12	10/09/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<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	-----		0				\$0.00		0.00			
		Week: 10/08/12	10/14/12	M-----		1				\$14,000.00		0.00			
N29	WEWS	10/03/12	10/09/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<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	-----		0				\$0.00		0.00			
		Week: 10/08/12	10/14/12	MT-----		1				\$1,000.00		0.00			
N30	WEWS	10/03/12	10/09/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$400.00	P-2	0.00	NM	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: 10/01/12	10/07/12	-----S-		1				\$400.00		0.00			



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **RNC-Romney / Republican** Product **RNC-Romney 10.3-10.9.12** Estimate # **Order # 474 10.3-10.9**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N30	WEWS	10/03/12	10/09/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$400.00	P-2	0.00	NM	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	-----		0		\$0.00		0.00						
N31	WEWS	10/03/12	10/09/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$9,000.00	P-1	0.00	NM	1	\$9,000.00	
		Had accepted MG including Grey's on Thur 10.4 @ \$12K. Acceptance didn't come until Thurs 10.4 between 5pm-6pm. Making good that \$12K in Private Practice 10.9 - \$9K, GMA 10.8-10.9 - \$600, 11P News 10.7-10.9 - \$2400														
		<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	-----		0		\$0.00		0.00						
		Week: 10/08/12	10/14/12	-T-----		1		\$9,000.00		0.00						
N32	WEWS	10/03/12	10/09/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	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: 10/01/12	10/07/12	-----		0		\$0.00		0.00						
		Week: 10/08/12	10/14/12	MT-----		1		\$600.00		0.00						
N33	WEWS	10/03/12	10/09/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	M-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$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: 10/02/12	10/08/12	M-----S		1		\$2,400.00		0.00						
		Week: 10/09/12	10/15/12	-----		0		\$0.00		0.00						
														Totals	85	\$151,150.00