



WPTV

ORDER

Print Date 10/11/12

Page 1 of 4

Flight Dates **10/02/12-10/08/12**

Contract / Revision **313509 /**

Original Date / Revision
10/01/12 10/08/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product

Obama for America OFA Add to sk

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1905**

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 FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

| Account Executive | Order% | Start Date | End Date |
|----------------------|--------|------------|----------|
| Marta Salazar-Perren | 100% | | |

| Order Share % | Market Value |
|-------------------|----------------------|
| Competing Station | % of Order Amount |
| CABLE | % |
| UNKWN | 100% |
| WFGC | % |
| WFLX | % |
| WPBF | % |
| WPEC | % |
| WPPB | % |
| WPXP | % |
| WTCE | % |
| WTCN | % |
| WTVX | % |
| WXEL | % |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| October 2012 | 35 | \$33,762.00 | \$39,720.00 | 0.00 | 10/01/12 | 10/08/12 | 35 | \$33,762.00 | \$39,720.00 |
| Totals | 35 | \$33,762.00 | \$39,720.00 | 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 | WPTV | 10/02/12 | 10/08/12 | M-F 6-7a M-F 6-7a | CM | 6-7a | MTWTF-- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 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: 10/02/12 | 10/08/12 | MTWTF-- | | 1 | | \$500.00 | | 0.00 | | | | | |
| N 2 | WPTV | 10/02/12 | 10/08/12 | M-F 7-9a M-F 7-9a | CM | 7-9a | -TWTF-- | :30 | 2 | \$950.00 | P-1 | 0.00 | NM | 2 | \$1,900.00 |
| | | <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 | -TWTF-- | | 2 | | \$950.00 | | 0.00 | | | | | |
| N 3 | WPTV | 10/02/12 | 10/08/12 | Sa 8-10a Sa 8-10a | CM | 8-10a | -----S- | :30 | 1 | \$725.00 | P-1 | 0.00 | NM | 1 | \$725.00 |



WPTV

Contract / Revision **313509** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/08/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America OFA Ad** Estimate # **1905**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|------------------------------|-------|-----------------------------|---------|-------------|-------|---------------|-----|------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 3 | WPTV | 10/02/12 | 10/08/12 | Sa 8-10a Sa 8-10a | CM | 8-10a | -----S- | :30 | 1 | \$725.00 | P-1 | 0.00 | NM | 1 | \$725.00 |
| | | <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 | -----S- | | 1 | | \$725.00 | | 0.00 | | | | | |
| N 4 | WPTV | 10/02/12 | 10/08/12 | Su 8-9a Su 8-9a | CM | 8-9a | -----S | :30 | 1 | \$1,075.00 | FX | 0.00 | NM | 1 | \$1,075.00 |
| | | <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 | -----S | | 1 | | \$1,075.00 | | 0.00 | | | | | |
| N 5 | WPTV | 10/02/12 | 10/08/12 | M-F 9-10a M-F 9-10a | CM | 9-10a | M----- | :30 | 1 | \$650.00 | FX | 0.00 | NM | 1 | \$650.00 |
| | | <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----- | | 1 | | \$650.00 | | 0.00 | | | | | |
| N 6 | WPTV | 10/02/12 | 10/08/12 | M-F 12p NEWS M-F 12n-1p | CM | 12-1p | MTWTF-- | :30 | 2 | \$135.00 | P-3 | 0.00 | NM | 2 | \$270.00 |
| | | <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 | MTWTF-- | | 2 | | \$135.00 | | 0.00 | | | | | |
| N 7 | WPTV | 10/02/12 | 10/08/12 | M-F 5-530p M-F 5-530p | CM | 5-530p | -TWTF-- | :30 | 1 | \$1,600.00 | FX | 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: 10/02/12 | 10/08/12 | -TWTF-- | | 1 | | \$1,600.00 | | 0.00 | | | | | |
| N 8 | WPTV | 10/02/12 | 10/08/12 | M-F 530-6p M-F 530-6p | CM | 530-6p | -TWTF-- | :30 | 1 | \$1,600.00 | FX | 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: 10/02/12 | 10/08/12 | -TWTF-- | | 1 | | \$1,600.00 | | 0.00 | | | | | |
| N 9 | WPTV | 10/02/12 | 10/08/12 | M-F 6-630p M-F 6-630p | CM | 6-630p | -TWTF-- | :30 | 2 | \$1,800.00 | FX | 0.00 | NM | 2 | \$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: 10/02/12 | 10/08/12 | -TWTF-- | | 2 | | \$1,800.00 | | 0.00 | | | | | |
| N 10 | WPTV | 10/02/12 | 10/08/12 | M-F 630-7p M-F 630-7p | CM | 630-7p | -TWTF-- | :30 | 1 | \$2,150.00 | P-1 | 0.00 | NM | 1 | \$2,150.00 |
| | | <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 | -TWTF-- | | 1 | | \$2,150.00 | | 0.00 | | | | | |
| N 11 | WPTV | 10/02/12 | 10/08/12 | Sa 6p Sa 6p | CM | 6-630p | -----S- | :30 | 1 | \$850.00 | FX | 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: 10/02/12 | 10/08/12 | -----S- | | 1 | | \$850.00 | | 0.00 | | | | | |
| N 12 | WPTV | 10/02/12 | 10/08/12 | Su 6p Su 6p | CM | 6-630p | -----S | :30 | 1 | \$850.00 | FX | 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: 10/02/12 | 10/08/12 | -----S | | 1 | | \$850.00 | | 0.00 | | | | | |
| N 13 | WPTV | 10/02/12 | 10/08/12 | M-F 7-730p M-F 7-730p | CM | 7-730p | MTWTF-- | :30 | 2 | \$950.00 | FX | 0.00 | NM | 2 | \$1,900.00 |
| | | <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 | MTWTF-- | | 2 | | \$950.00 | | 0.00 | | | | | |
| N 14 | WPTV | 10/02/12 | 10/08/12 | NBC Monday Prime voice | CM | 8-11p (8:00 PM-10:00 PM) | M----- | :30 | 1 | \$1,100.00 | P-3 | 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: 10/02/12 | 10/08/12 | M----- | | 1 | | \$1,100.00 | | 0.00 | | | | | |
| N 15 | WPTV | 10/02/12 | 10/08/12 | Monday Prime C revolution | CM | 10-11p | M----- | :30 | 1 | \$750.00 | P-3 | 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: 10/02/12 | 10/08/12 | M----- | | 1 | | \$750.00 | | 0.00 | | | | | |



WPTV

Print Date: 10/11/12

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Contract / Revision **313509** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/08/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America OFA Ad** Estimate # **1905**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|---|-------|------------------------------|---------|-------------|-------|---------------|-----|------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 15 | WPTV | 10/02/12 | 10/08/12 | Monday Prime C revolution | CM | 10-11p | M----- | :30 | 1 | \$750.00 | P-3 | 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: 10/02/12 | 10/08/12 | M----- | | 1 | | \$750.00 | | 0.00 | | | | | |
| N 16 | WPTV | 10/02/12 | 10/08/12 | M-F 11-1135p M-F 11-1135p | CM | 11-1135p | MTWTF-- | :30 | 2 | \$600.00 | P-3 | 0.00 | NM | 2 | \$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: 10/02/12 | 10/08/12 | MTWTF-- | | 2 | | \$600.00 | | 0.00 | | | | | |
| N 17 | WPTV | 10/02/12 | 10/08/12 | Su 1130p-1205a after NEM 1130p-12x After NFL | | 1130p-1205a | -----S | :30 | 1 | \$625.00 | P-3 | 0.00 | NM | 1 | \$625.00 |
| | | <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 | -----S | | 1 | | \$625.00 | | 0.00 | | | | | |
| N 18 | WPTV | 10/02/12 | 10/08/12 | M-F 1135p-1235a M-F 1135p-1235a | CM | 1135p-1235a | -TWTF-- | :30 | 1 | \$475.00 | P-1 | 0.00 | NM | 1 | \$475.00 |
| | | <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 | -TWTF-- | | 1 | | \$475.00 | | 0.00 | | | | | |
| N 19 | WPTV | 10/02/12 | 10/08/12 | NFL Game NFL Game | CM | 4p-12a (8:15 PM-11:30 PM) | -----S | :30 | 1 | \$2,750.00 | P-1 | 0.00 | NM | 1 | \$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: 10/02/12 | 10/08/12 | -----S | | 1 | | \$2,750.00 | | 0.00 | | | | | |
| N 20 | WPTV | 10/02/12 | 10/08/12 | Su 9-10a Su 9-10a | CM | 9-10a | -----S | :30 | 1 | \$2,500.00 | FX | 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: 10/02/12 | 10/08/12 | -----S | | 1 | | \$2,500.00 | | 0.00 | | | | | |
| N 21 | WPTV | 10/02/12 | 10/08/12 | M-F 5-6a M-F 5-6a | CM | 5-6a | M----- | :30 | 2 | \$200.00 | P-3 | 0.00 | NM | 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----- | | 2 | | \$200.00 | | 0.00 | | | | | |
| N 22 | WPTV | 10/02/12 | 10/08/12 | Su 12-1215x 5 Sports Su 12-1215x 5 Sports | CM | 12x-1215x | -----S | :30 | 1 | \$600.00 | P-1 | 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: 10/02/12 | 10/08/12 | -----S | | 1 | | \$600.00 | | 0.00 | | | | | |
| N 23 | WPTV | 10/02/12 | 10/08/12 | NBC Wednesday Prime presidential debate | CM | 8-11p (9:00 PM-11:00 PM) | --W---- | :30 | 1 | \$3,000.00 | P-1 | 0.00 | NM | 1 | \$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: 10/02/12 | 10/08/12 | --W---- | | 1 | | \$3,000.00 | | 0.00 | | | | | |
| N 24 | WPTV | 10/02/12 | 10/08/12 | Tuesday Prime A voice | CM | 8-9p | -T----- | :30 | 1 | \$3,000.00 | P-1 | 0.00 | NM | 1 | \$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: 10/02/12 | 10/08/12 | -T----- | | 1 | | \$3,000.00 | | 0.00 | | | | | |
| N 25 | WPTV | 10/02/12 | 10/08/12 | Tuesday Prime B go on/new normal | CM | 9-10p | -T----- | :30 | 1 | \$900.00 | P-3 | 0.00 | NM | 1 | \$900.00 |
| | | <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 | -T----- | | 1 | | \$900.00 | | 0.00 | | | | | |
| N 26 | WPTV | 10/02/12 | 10/08/12 | Tuesday Prime C parenthood | CM | 10-11p | -T----- | :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: 10/02/12 | 10/08/12 | -T----- | | 1 | | \$1,500.00 | | 0.00 | | | | | |
| N 27 | WPTV | 10/02/12 | 10/08/12 | Wednesday Prime A animal prac/guys...kids | CM | 8-9p | --W---- | :30 | 1 | \$1,000.00 | P-3 | 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: 10/02/12 | 10/08/12 | --W---- | | 1 | | \$1,000.00 | | 0.00 | | | | | |



WPTV

Contract / Revision **313509** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/08/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America OFA Ad** Estimate # **1905**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-----|------|-------------------|-----------------|--|-------|-------------------|---------|-------------|-------|---------------|-----|------|---------------|-----------|--------------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N27 | WPTV | 10/02/12 | 10/08/12 | Wednesday Prime A animal prac/guys...kids | CM | 8-9p | --W---- | :30 | 1 | \$1,000.00 | P-3 | 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: 10/02/12 | 10/08/12 | --W---- | | 1 | | \$1,000.00 | | 0.00 | | | | | |
| N28 | WPTV | 10/02/12 | 10/08/12 | Thursday Prime A 30 rock/up all night | CM | 8-9p | ---T--- | :30 | 1 | \$750.00 | P-3 | 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: 10/02/12 | 10/08/12 | ---T--- | | 1 | | \$750.00 | | 0.00 | | | | | |
| N29 | WPTV | 10/02/12 | 10/08/12 | Thursday Prime C rock center | CM | 10-11p | ---T--- | :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: 10/02/12 | 10/08/12 | ---T--- | | 1 | | \$1,500.00 | | 0.00 | | | | | |
| | | | | | | | | | | | | | Totals | 35 | \$39,720.00 |