



WEWS

ORDER

Flight Dates **10/24/12-11/06/12**

Contract / Revision **315597 /**
Original Date / Revision
 10/30/12 10/30/12
Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

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

Product
OFA Sked B 10.23-11.6
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 # **2189**
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-1
Advertiser Ref

Primary Account Executive
 Daniel Baylog

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

Order Share 100% Market Value 179300

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	18	\$67,830.00	\$79,800.00	0.00	10/01/12	10/28/12	18	\$67,830.00	\$79,800.00
November 2012	18	\$84,575.00	\$99,500.00	0.00	10/29/12	11/04/12	18	\$84,575.00	\$99,500.00
Totals	36	\$152,405.00	\$179,300.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WEWS	10/24/12	11/06/12	Tuesday Prime B Tuesday Prime B	CM	9-10p	-T-----	:30	2	\$10,000.00	P-1	0.00	NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----	0		\$0.00		0.00						
Week:		10/29/12	11/04/12	-T-----	2		\$10,000.00		0.00						
Week:		11/05/12	11/11/12	-----	0		\$0.00		0.00						



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Print Date: 10/30/12

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Contract / Revision **315597** Flight Dates **10/24/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked B 10.23-11.6**Estimate # **2189**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
2	WEWS	10/24/12	11/06/12	Wednesday Prime A Wednesday Prime A	CM	8-9p	--W----	:30	2	\$8,000.00	P-1	0.00 NM	4	\$32,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	--W----		2				\$8,000.00		0.00		
	Week:	10/29/12	11/04/12	--W----		2				\$8,000.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
3	WEWS	10/24/12	11/06/12	Wednesday Prime B Wednesday Prime B	CM	9-10p	--W----	:30	2	\$10,000.00	P-2	0.00 NM	4	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	--W----		2				\$10,000.00		0.00		
	Week:	10/29/12	11/04/12	--W----		2				\$10,000.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
E 4	WEWS	10/24/12	11/06/12	Thursday Prime A Thursday Prime A	CM	8-9p	---T---	:30	1	\$6,000.00	P-2	0.00 NM	2	\$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:	10/22/12	10/28/12	---T---		1				\$6,000.00		0.00		
	Week:	10/29/12	11/04/12	---T---		1				\$6,000.00		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	10/29/12-11/04/12	Sunday Prime D		10-11p	-----Su	:30		\$6,000.00		0.00 NM		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
5	WEWS	10/24/12	11/06/12	Friday Prime A Friday Prime A	CM	8-9p	----F--	:30	1	\$5,000.00	P-2	0.00 NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	----F--		1				\$5,000.00		0.00		
	Week:	10/29/12	11/04/12	----F--		1				\$5,000.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
6	WEWS	10/24/12	11/06/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$8,000.00	P-1	0.00 NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	-----S		1				\$8,000.00		0.00		
	Week:	10/29/12	11/04/12	-----S		1				\$8,000.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
7	WEWS	10/24/12	11/06/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	5	\$700.00	P-2	0.00 NM	10	\$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:	10/22/12	10/28/12	--WTF--		5				\$700.00		0.00		
	Week:	10/29/12	11/04/12	MTWTF--		5				\$700.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
8	WEWS	10/24/12	11/06/12	MAC Football Daytime Mac Football Daytime	CM	12-330p	-----S-	:30	2	\$150.00	P-3	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	-----S-		2				\$150.00		0.00		
	Week:	10/29/12	11/04/12	-----		0				\$0.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
9	WEWS	10/24/12	11/06/12	NCAA 330p-7pm NCAA 330p-7pm	CM	330-7p	-----S-	:30	2	\$5,000.00	P-1	0.00 NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	-----S-		2				\$5,000.00		0.00		
	Week:	10/29/12	11/04/12	-----S-		2				\$5,000.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
10	WEWS	10/24/12	11/06/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	:30	2	\$5,500.00	P-2	0.00 NM	4	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		



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														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
10	WEWS	10/24/12	11/06/12	NCAA Prime Game	CM	8-1130p	-----S-	:30	2	\$5,500.00	P-2	0.00	NM	4	\$22,000.00	
				NCAA Prime Game												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/22/12	10/28/12	-----S-					2	\$5,500.00		0.00				
Week: 10/29/12		10/29/12	11/04/12	-----S-					2	\$5,500.00		0.00				
Week: 11/05/12		11/05/12	11/11/12	-----					0	\$0.00		0.00				
														Totals	36\$179,300.00	