New Order

08/08/2012 08/14/2012

Flight Start: Flight End: Hiatus: WJLA-TV Broadcast Monthly Normal Billing Calendar: Billing Cycle: Cancel Date: Order Type: Station: Crossroads Media LLC 11 - Crossroads GPS 12 - CrossroadsGPS Alexandria Piggyback Product: Estimate: **Product**: Agency: Office: Client:

8/6/2012 11:58:39 AM Received in ePort:

Interactive Dollars: Airtime Dollars: 882 - GPS VA TV 8.8-8.14.12

Barbara Monares WJLA-TV Local Local/National: Rep Office: AE

A35+

Primary Demo:

Demo 2:

Demo 3:

GRP: CPP:

\$169,800.00 \$0.00 \$0.00

Non-Airtime Dollars:

Total Dollars:

Total Spots:

\$169,800.00

109

2238792 New OrderID: Status: Phone:

MarketShare:

Daily Airtime Lines

Separation: 30

Comments:

GIMP: CPM:

\$0.00

\$831.54 204.20

Line Daypart	DPT					11,,12								Total		A35+	+5	
No (Program)	Code	Rate	5	C/T Len	8/8	8/8	8/10	8/10 8/11 8/12 8/13 8/14	8/12	8/13	114			Spots	Rtg	CPP	dwl	CPM
22 WThFMTu 11:35P- 12:05A NIGHTLINE	Ħ	\$1,200.0 0	ပ	30	-	~	-	0	0	-	-			ည	1.40	1.40 \$857.14	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)	0110VF	(bav)																
21 WThFMTu 11P- 11:35P ABC7 NWS AT 11<		LN \$2,600.0 0	ပ	30	-	~	—	0	0	-	— 1			ည	2.60	2.60 \$1,000.0 0	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)	0110VF	(bav)																
20 Sa 7:30P-8P JEOPARDY-WKND	PA	PA \$1,500.0	ပ	30	0	0	0	~	0	0	0			τ-	2.10	\$714.29	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)	0110VF	(bav)																
19 Sa 7P-7:30P wheel wknd	PA	PA \$1,500.0	O	30	0	0	0	-	0	0	0			-	2.30	\$652.17	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)	0110VF	o (bav)																
18 WThFMTu 7:30P- 8P JEOPARDY	PA	PA \$4,500.0	ပ	30	_	-	_	0	0	-	~			2	4.50	4.50 \$1,000.0 0	0	\$0.00
LPFeb/2012LP adj. LPJul/2011OVP (pav)	0110VF	o (bav)																
17 WThFMTu 7P- PA \$3,50 7:30P 0 WHEEL-FORTNE LPFeb/2012LP adj. LPJul/2011OVP (pav)	PA 0110VF	PA \$3,500.0 0 10VP (pav)	O	30	~	-	-	0	0	←	-			S	3.50	3.50 \$1,000.0	0	\$0.00

New Order (Page 5)

은 분 병	Crossroads 12 - Crossro 08/08/2012 DPT Code	Media LLC	1 0	Len	Stat Proc Flig	: # E	10	1 8/	WJLA-TV 11 - Crossn 08/14/2012 8/12 8/13 8	TV Dssroad :012 3 8/14	WJLA-TV 11 - Crossroads GPS 08/14/2012 12 8/13 8/14	Order ID: Estimate: Received in ePort:	ePort: Total Spots		S VA 1 11:58:	V 8.8-8.14 39 AM A35+ Imp	CPM
16 Su 6:30P-7P EN \$750 ABC7 NW AT 630 LPFeb/2012LP adj. LPJul/2011OVP (pav) 15 WThFMTu 6:57P- EN \$5,0C 7P 0 ABC-WORLD NWS	EN \$: 1/20110VP (p; EN \$! 'S	\$750.00 (pav) \$5,000.0 (pav)	o o	30 30	0 -	0 -	0 +	0 0	0 6	0 -			- ω	3.90	\$375.00 \$1,282.0	0 0	\$0.00
14 WThFMTu 6:27P- EN \$3,50 6:30P 0 ABC7 NWS AT 6 LPFeb/2012LP adj. LPJul/2011OVP (pav) 13 WThFMTu 6P- EN \$1,60 6:30P ABC7 NWS AT 6	EN \$3	\$3,500.0 0 (pav) \$1,600.0	0 0	30 30		←	- * -	0 0	0 0				n n	2.70	\$1,296.3 0 \$592.59	0 0	\$0.00
12 WThFMTu 5P-6P EN \$1,20 LPFeb/2012LP adj. LPJul/2011OVP (pav) 11 WThFMTu 4P-5P EF \$1,00 ANDERSON< 0 LPFeb/2012LP adj. LPJul/2011OVP (pav)	EN \$: II/20110VP (p: EF \$: II/20110VP (p:	\$1,200.0 (pav) \$1,000.0 (pav)	0 0	30 30		~ ~		0 0	0 0				υ υ	1.10	\$631.58	0 0	\$0.00
10 WThFMTu 12:30P- DT \$750 1P MILLIONAIRE LPFeb/2012LP adj. LPJul/2011OVP (pav) 9 WThFMTu 12P- DT \$1.00 12:30P 0 ABC7 NWS AT 12	DT \$:	\$750.00 (pav) \$1,000.0	0 0	30				0 0	0 0				w w	1.20	\$625.00	0 0	\$0.00
8 WThFMTu 11A-12P DT \$1,10 VIEW-ABC LPFeb/2012LP adj. LPJul/2011OVP (pav) 7 WThFMTu 10A-11A DT \$650 RACHAEL RAY LPFeb/2012LP adj. LPJul/2011OVP (pav)	2P DT \$. II/2011OVP (p. IA DT \$1 II/2011OVP (p.	\$1,100.0 0 (pav) \$650.00 (pav)	0 0	30 30	← ←			0 0	0 0				ω ω	1.60	\$687.50	0 0	\$0.00
6 WThFMTu 9A-10A DT \$650 REGIS&KELLY LPFeb/2012LP adj. LPJul/2011OVP (pav) 5 Su 8A-9A GD MRN-SUN-ABC LPFeb/2012LP adj. LPJul/2011OVP (pav)	A DT \$1 11/2011OVP (p: RT \$1 8C 11/2011OVP (p:	\$650.00 (pav) \$550.00 (pav)	0 0	30 30	0 0	0 0	0 5	0 0	0 -	0 0			<u> </u>	1.60	\$406.25	0 0	\$0.00

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Crossroads Media LLC Station: WJLA-TY Order D:		12			CPM	\$0.00			\$0.00		\$0.00		\$0.00				
Crossroads Media LLC Station: WJLA-TY Order D:		.8-8.14.	M	±	dml	0			0		0		0				
Crossroads Media LLC Station: WJLA-TY Order D:		S VA TV 8	11:58:39	A35	СРР	\$400.00			\$750.00		\$600.00		\$571.43				
Crossroads Media LLC Station: WJLA-TY Order D:	2238792	382 - GF	3/6/2012		Rtg	0.50			1.60		1.00					204.2	
Crossroads Media LLC Station: WullA-TV Order Distinate: 12 - Crossroads GPS Product: 11 - Crossroads GPS Estimate: 08/08/2012 Flight End: 08/14/2012 Received in ePo		,		Total	Spots -	2			10		10		ις		109		
Crossroads Media LLC Station: WJLA-TV 12 - Crossroads GPS Product: 11 - Crossroads GPS 12 - Crossroads GPS Flight End: 08/08/2012 11 - Crossroads GPS 13 - Crossroads GPS Flight End: 08/14/2012 08/14/2012 14 - Crossroads GPS Flight End: 08/14/2012 08/14/2012 15 - Crossroads GPS Flight End: 08/14/2012 08/14/2012 16 - Crossroads GPS Flight End: 08/14/2012 08/14/2012 17 - Crossroads GPS 11 - Crossroads GPS 11 - Crossroads GPS 18 - Crossroads GPS 11 - Crossroads GPS 12 - Crossroads GPS 13 - Crossroads GPS 14	der ID:	timate:	ceived in ePor														
Crossroads Media LLC	ō		Re														Total CPP/CMP: \$831.54
Crossroads Media LLC)	sroads (2		8/14	τ-			7		7		-		21	39.4	
Crossroads Media LLC	V-F-	- Cross	14/201		8/13	-			7		7		-		21	39.4	Cost:
12 - CrossroadsGPS	M	Ξ.	/80		8/12	0			0		0		0		2	2.8	Total \$169,8
12 - Crossroads Media LLC				N.	8/11	0			0		0		0		2	4.4	
Crossroads Media LLC			ij		8/10	-			7		7		-		21	39.4	
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# 1 00 5 FO 5 FO 5 FO 5	Sţ	4	臣		8/8	~			7		7		₩.		21	39.4	pots: (
# 1 00 5 FO 5 FO 5 FO 5	s Media LLC				Len	30			30		30		30		Spots	II GRP	de\$ - S
# 1 00 5 FO 5 FO 5 FO 5					5	O					ပ				Total	Tota	Trac
# 1 500 5 FO 5 FO 5 FO 5		sroadsGPS	2.			\$200.00		(pav)	\$1,200.0 0	(pav)	\$600.00	(bav)	\$400.00	(pav)			00.00 - 109
# 1 00 5 FO 5 FO 5 FO 5	ossroad	- Cross	08/201	PPT	Code	R		110VF	E	110VF	EM	110VF	R	110VF			\$169,8(
Clien Clien Flight No A LPFe 2 LPFe 1 LPFe 1 LPFe				×	(Program)	WThFMTu 4:30A- 5A	GOOD-WASH 430A<	b/2012LP adj. LPJul/20	WThFMTu 7A-9A GD MRN AMR-ABC	b/2012LP adj. LPJul/20	WThFMTu 6A-7A GOOD-WASH 600A	b/2012LP adj. LPJul/20	WThFMTu 5A-6A GOOD-WSH 5.00A	b/2012LP adj. LPJul/20			Cash\$ - Spots: {
	Agen	Client	Flight	Line	ž	4		LPFel	ო	LPFel		LPFe	-	LPFe			