ORDER

Orders

Order / Rev:

383898

Alt Order #:

09810705

Product Desc: Estimate:

71

Flight Dates:

04/01/20 - 04/07/20

BARRETT FOR MAYOR

Original Date / Rev: Order Type:

04/02/20 / 04/02/20

GENERAL



WMLW-TV Jay Smith

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:

HDC

NAT

Agency

Name:

Buying Contact:

Billing Contact:

100 E. Grand Ave

PL Candidate

Des Moines, IA 50309

Groundswell Public Strategies

Agency Commission:

Cash

Broadcast

EOM/EOC

15%

Advertiser

Name:

Priority:

Poli/T Barrett/D/Mayor/WI

Demographic:

A35+

Product Codes:

P-3

POL

Revenue Code 1:

AGY

Revenue Code 2:

CAND Revenue Code 3:

Order Separation:

Advertiser External ID:

Agency External ID:

Unit Code:

New Business Thru:

00:15:00

Rill Plan

DIII FIAII				
Start Date	End Date	# Spots	Gross Amount	Net Amount
03/30/20	04/07/20	49	\$3,000.00	\$2,550.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2020	49	\$3,000.00	\$2,550.00	0.00
Totals	49	\$3,000.00	\$2,550.00	0.00

General

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jay Smith			Start Of Order - End Of Order	100%

Order Share	Share	Total
WMLW-TV	3%	\$3,000.00
Market	100%	\$100,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WDJT	17%	\$17,000.00
WISN	29%	\$29,000.00
WITI	29%	\$29,000.00
	0%	\$0.00
WPXE	22%	\$22,000.00
WTMJ	0%	\$0.00
WVTV		\$0.00
WYTU	0%	\$0.00

Ln Ch Start End	Inventory Code Bre	ak Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WMLW 04/01/20 04/07/20	miremery		MTF	:30	1	\$30.00 P-3	0.00 NM	1	\$30.00
N 1 VVIVIEVV 04/01/20 04/01/20	CBS58 Morning News @7a	m							
Start Date End Date	Weekdays Spots/We		Rating						
Week: 04/01/20 04/07/20	MTWTF	1 \$30.00	0.00				0.00 5114	2	\$70.00
N 2 WMLW 04/01/20 04/07/20	CM	9a-10a	MTF	:30	2	\$35.00 P-3	0.00 NM	2	Ψ10.00

Print Date: 04/08/20 15:04:02 Page 2 of 4

WMLW-TV

Order / Rev:

383898

Advertiser:

Poli/T Barrett/D/Mayor/WI

Alt Order #:

09810705

Product Desc:

BARRETT FOR MAYOR

Flight Dates:

04/01/20 - 04/07/20

Estimate:

71

Rate Pri Rtg Type Spots Amount Break Start/End Time Len Spots Days Inventory Code End Start Ln Ch Dr. Phil Rating Rate Spots/Week **End Date** Weekdays Start Date 0.00 \$35.00 MT--F-04/07/20 Week: 04/01/20 2 \$70.00 \$35.00 P-3 0.00 NM 2 30 10a-11a MT--F--N 3 WMLW 04/01/20 04/07/20 10am-11am Protection Court Rating Rate End Date Spots/Week Weekdays Start Date \$35.00 0.00 MT--F--04/07/20 Week: 04/01/20 2 \$70.00 0.00 NM \$35.00 P-3 :30 11a-12p MT--F--CM N 4 WMLW 04/01/20 04/07/20 11am-12pm Judge Hatchett Rate Rating End Date Spots/Week Weekdays Start Date \$35.00 0.00 MT--F--Week: 04/01/20 04/07/20 \$70.00 0.00 NM 2 \$35.00 P-3 :30 2 MT--F--12p-1p N 5 WMLW 04/01/20 04/07/20 12pm-1pm Judge Mathis Rating Spots/Week Rate Weekdays Start Date **End Date** 0.00 \$35.00 MT--F--Week: 04/01/20 04/07/20 \$35.00 P-3 \$70.00 0.00 NM 2 2 MT--F--:30 CM 1p-2p N 6 WMLW 04/01/20 04/07/20 1pm-2pm People's Court Spots/Week Rating Rate **End Date** Weekdays Start Date 0.00 \$35.00 MT--F--04/07/20 Week: 04/01/20 \$70.00 0.00 NM 2 :30 2 \$35.00 P-3 CM 2p-3p N 7 WMLW 04/01/20 04/07/20 2pm-3pm People's Court Spots/Week Rate Rating Start Date **End Date** Weekdays 0.00 \$35.00 MT--F--Week: 04/01/20 04/07/20 \$90.00 \$45.00 P-3 0.00 NM 2 MT--F--:30 2 3p-4p CM 3pm-4pm N 8 WMLW 04/01/20 04/07/20 Judge Mathis Rating Weekdays Spots/Week Rate End Date Start Date \$45.00 0.00 MT--F--04/07/20 Week: 04/01/20 \$90.00 \$45.00 P-3 2 0.00 NM MT--F--:30 2 4p-5p CM N 9 WMLW 04/01/20 04/07/20 4pm-5pm Black-ish / Black-ish Rating Rate **End Date** Spots/Week Start Date Weekdays 0.00 \$45.00 MT--F--Week: 04/01/20 04/07/20 \$60.00 P-3 0.00 NM 2 \$120.00 2 M---F--:30 5pm-6pm CM N 10 WMLW 04/01/20 04/06/20 M-F 5p-6p Mike & Molly/Mike & Molly Spots/Week Rate Rating **End Date** Start Date Weekdays 0.00 \$60.00 M---F--Week: 04/01/20 04/07/20 \$175.00 P-3 \$350.00 :30 2 0.00 NM 2 M---F--6p-630p CM M-F 6p-630p N 11 WMLW 04/01/20 04/06/20 Big Bang Theory Rating Spots/Week **End Date** Weekdays Rate Start Date \$175.00 0.00 2 M---F--04/07/20 Week: 04/01/20 2 \$400.00 0.00 NM M---F--:30 \$200.00 P-3 CM 630p-7p N 12 WMLW 04/01/20 04/06/20 M-F 630p-7p Big Bang Theory Rate Rating Spots/Week **End Date** Weekdays Start Date \$200.00 0.00 04/07/20 M---F--Week: 04/01/20 \$65.00 P-3 2 \$130.00 0.00 NM 2.-:30 M---F--CM 7p-8p N 13 WMLW 04/01/20 04/06/20 M-F 7p-8p Dateline / 7p-8p Spots/Week Rate Rating **End Date** Weekdays Start Date 0.00 \$65.00 Week: 04/01/20 04/07/20 \$120.00 \$60.00 P-3 0.00 NM 2 :30 2 M---F--CM 8p-9p N 14 WMLW 04/01/20 04/06/20 M-F 8p-9p Dateline / 8p-9p Rating Spots/Week Rate Weekdays **End Date** Start Date \$60.00 0.00 04/07/20 M---F--Week: 04/01/20 2 \$150.00 \$75.00 P-3 0.00 NM :30 2 M---F--9p-10P N 15 WMLW 04/01/20 04/06/20 CM M-F 9pm News M-F 9pm News - 1hr Rating Spots/Week Rate **End Date** Weekdays Start Date \$75.00 0.00 Week: 04/01/20 04/07/20 M---F--\$75.00 P-3 2 \$150.00 0.00 NM 2 9p-10P ----SS :30 N 16 WMLW 04/04/20 04/05/20 CM Sat-Sun 9pm News Sat-Sun 9pm News - 1hr Spots/Week Rating Rate Start Date **End Date** Weekdays

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Order / Rev: Alt Order #:

Flight Dates:

383898

09810705

04/01/20 - 04/07/20

Advertiser:

Poli/T Barrett/D/Mayor/WI

Product Desc:

BARRETT FOR MAYOR

Estimate:

71

WMLW-TV

		_	0-1-	Decel	Chad/End Ti	me Days	Len Sp	ote	Rate Pri	Rta Type	Spots	Amount
Ln Ch	Start		Inventory Code		Start/End Ti Rate	Rating	Len op	013	Nate 111	rug Typo	Ороло	
Sta Week: 03/	rt Date	End Date 04/05/20	Weekdays SS	Spots/Week 2	\$75.00	0.00						
N 17 WMLW			M-F 10p-11 Chicago PD	СМ	10p-11p	MF	:30	2	\$30.00 P-3	0.00 NM	2	\$60.00
Sta Week: 04	art Date	End Date 04/07/20	Weekdays MF	Spots/Week 2	Rate \$30.00	Rating 0.00						
N 18 WMLW			M-F 11p-12xm 2 Broke Girls	СМ	11p-12a	MF	:30	2	\$25.00 P-3	0.00 NM	2	\$50.00
Sta Week: 04	art Date	End Date 04/07/20	Weekdays MF	Spots/Week 2	<u>Rate</u> \$25.00	Rating 0.00						
N 19 WMLW			M-F 12m-1am Modern Family	СМ	12m-1am	MF	:30	1	\$20.00 P-3	0.00 NM	1	\$20.00
Sta Week: 04	art Date	End Date 04/07/20	Weekdays MF	Spots/Week	<u>Rate</u> \$20.00	Rating 0.00						
N 20 WMLW			CBS 58 Wknd Ne	ws 5p/5:M	Sat 5p-530p	1-	:30	1	\$65.00 P-3	0.00 NM	1	\$65.00
St Week: 03	art Date	End Date 04/05/20	Weekdays	Spots/Week 1	Rate \$65.00	Rating 0.00						
		20 04/04/20	Sat 530p-6p Mike & Molly	СМ	530p-6p	1-	:30	1	\$30.00 P-3	0.00 NM	1	\$30.00
St Week: 03	art Date	End Date 04/05/20	Weekdays	Spots/Week 1	Rate \$30.00	Rating 0.00						
		20 04/05/20	Sat/Sun 6p-630p Big Bang Theory		6p-630p	SS	:30	1	\$125.00 P-3	0.00 NM	1	\$125.00
St Week: 03	art Date	End Date 04/05/20	Weekdays SS	Spots/Week 1	Rate \$125.00	Rating 0.00						
		20 04/05/20		СМ	630p-7p	SS	:30	1	\$125.00 P-3	0.00 NM	1	\$125.00
<u>Si</u> Week: 03	tart Date	End Date 04/05/20	Weekdays	Spots/Week	Rate \$125.00	Rating 0.00						
		20 04/04/20	Sat 7p-8p Mike & Molly / F	CM riends	Sat 7p-8p	1-	:30	1	\$45.00 P-3	0.00 NM	1	\$45.00
Si Week: 0	tart Date 3/30/20	End Date 04/05/20	Weekdays	Spots/Week 1	<u>Rate</u> \$45.00	Rating 0.00						
		20 04/04/20	Sat 8p-9p Friends / Friend	CM	Sat 8p-9p	1-	:30	1	\$45.00 P-3	0.00 NM	1	\$45.00
<u>S</u> Week: 0	tart Date 3/30/20	End Date 04/05/20	Weekdays	Spots/Week 1		Rating 0.00					1.	0.45.00
		20 04/04/20	Sat 10p-11p 2 Broke Girls/ 2	CM Broke Girls	Sat 10p-11p	1-	:30	1	\$45.00 P-3	0.00 NM	1	\$45.00
<u>S</u> Week: 0	tart Date 3/30/20	End Date 04/05/20	Weekdays	Spots/Week	The second second	Rating 0.00						*20.00
N 27 WML	W 04/04	/20 04/04/20	Sat 11p-12m MOM	СМ	Sat 11p-12r	n1-	:30	1	\$30.00 P-3	0.00 NN	1	\$30.00
	Start Date 03/30/20	End Date 04/05/20	1-	Spots/Week	\$30.00	Rating 0.00			205.00.00	0.00.11	1	\$65.00
N 28 WML	W 04/05	/20 04/05/20	CBS 58 Wknd N Sun News	lews 5p/ © M	Sun530p-6p		L :30	1	\$65.00 P-3	0.00 NN		\$65.00
	Start Date 03/30/20	End Date 04/05/20	Weekdays1	Spots/Week	\$65.00	Rating 0.00			**************************************	0.00 NI		00 002
		6/20 04/05/20	Sun 7p-8p Modern Family	CM / Modern Fam	7p-8p ily		L :30	1	\$90.00 P-3	0.00 N	1	\$90.00
	Start Date 03/30/20	End Date 04/05/20	Weekdays1		1 \$90.00	Rating 0.00			075.005.0	0.00 1		\$75.00
N 30 WML	W 04/05	5/20 04/05/2	O Sun 8p-9p NCIS New Orle		8p-9p		1 :30	1	\$75.00 P-3	0.00 NI	М 1	Φ/3.00
Week:	Start Date 03/30/20	04/05/20	1		1 \$75.00	Rating 0.00	-00		\$35.00 P-3	3 0.00 NI	M 1	\$35.00
N 31 WML	W 04/05	5/20 04/05/2	0	СМ	10pm-11pm	n	:30	1	⊅3 5.00 Р-3	U.UU INI	"I	Ψ30.00

Print Date: 04/08/20 15:04:03

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Order / Rev: Alt Order #:

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04/01/20 - 04/07/20

Advertiser:

Poli/T Barrett/D/Mayor/WI

Product Desc:

BARRETT FOR MAYOR

71 Estimate:

WMLW-TV

Ln Ch Start	End	Inventory Code	Break	Start/End T		Len	Spots	Rate Pri	Rtg Type	Spots	Amount
		Sun 10-11p			I						
		2 Broke Girls / St	unday								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 03/30/20	04/05/20	1	1	\$35.00	0.00						¢45.00
N32 WMLW 04/05	/20 04/05/20	Sun 11p-12m	CM	Sun 11pm-1	2m1	:30	1	\$45.00 P-3	0.00 NM	1	\$45.00
1102 11111211 0 1111		Modern Family/M	Modern Family								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 03/30/20	04/05/20	1	1	\$45.00	0.00						
									Totals	49	\$3,000.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check	appli	icable l	oox)					
Real of	П	FED	ER	AL	CA	ND	DA'	ΓΕ

B STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and		Date:	2/6/2020		
, GPS IMI	PACT - Au	thorized Bu	yer		
being/on beh	alf of: Frien	ds of Tom	Barrett		
a legally qua	lified candidate	e of the <u>Dem</u> of: <u>Milwaul</u>	ocratic) r	
election to b		bruary 18t			
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS	ORDERED			

Attach proposed schedule with charges (if available):

represent t	nat the pa	yment f	or the	above	described	broadcas	t time	has b	een	furnish	ed
bv:											- 6

Friends of Tom Barrett

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Thomas J. Beamish

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Signature	Printed Name	Title
□ Accepted	☐ Accepted in Part	□ Rejected
To Be S	igned By Station Representative	
Date	Signature	
02/06/2020	Thomas Pino	
	gant fra affair) i na sea fair agus agus agus an taoinn an t-air an t-air an t-air agus agus agus agus agus ag Taoinn agus agus agus agus agus agus agus agus	