

## ORDER



**Orders**  
**Order / Rev:** 233260  
**Alt Order #:** 07423728  
**Product Desc:** WI WOMEN VOTE  
**Estimate:** 995  
**Flight Dates:** 10/21/14 - 10/27/14  
**Original Date / Rev:** 10/02/14 / 10/09/14  
**Order Type:** GENERAL

## WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Canal Partners Media  
**Buying Contact:**  
**Billing Contact:**  
 1027 33rd St. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/Wisconsin Women Vote  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-2  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/26/14	20	\$17,150.00	\$14,577.50
10/27/14	10/27/14	7	\$3,400.00	\$2,890.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	20	\$17,150.00	\$14,577.50	0.00
November 2014	7	\$3,400.00	\$2,890.00	0.00
<b>Totals</b>	<b>27</b>	<b>\$20,550.00</b>	<b>\$17,467.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WDJT-TV-LP	18%	\$20,550.00
Market	100%	\$114,166.67

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	25%	\$28,541.67
WITI	34%	\$38,816.67
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	23%	\$26,258.33
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/24/14	10/24/14	Y&R 11a-12p	CM	11a - 12p	----1--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
The Young & the Restless 11a-															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	----1--			1			\$600.00		0.00			
E 2	WDJT	10/24/14	10/24/14	3p-4p	CM	3p-4p	----1--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
Queen Latifah															
		<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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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/24/14	10/24/14	3p-4p Queen Latifah	CM	3p-4p	----1--	:30	1	\$300.00	P-2	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: 10/20/14	10/26/14	----1--		1				\$300.00		0.00			
E 3	WDJT	10/24/14	10/24/14	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	----1--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$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: 10/20/14	10/26/14	----1--		1				\$1,200.00		0.00			
E 4	WDJT	10/24/14	10/24/14	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	----1--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	----1--		1				\$150.00		0.00			
E 5	WDJT	10/24/14	10/24/14	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	----1--	:30	1	\$300.00	P-2	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: 10/20/14	10/26/14	----1--		1				\$300.00		0.00			
E 6	WDJT	10/27/14	10/27/14	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	1-----	: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: 10/27/14	11/02/14	1-----		1				\$600.00		0.00			
E 7	WDJT	10/27/14	10/27/14	News at Noon News at Noon	CM	12p-1230p	1-----	:30	1	\$300.00	P-2	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: 10/27/14	11/02/14	1-----		1				\$300.00		0.00			
E 8	WDJT	10/27/14	10/27/14	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	1-----	: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: 10/27/14	11/02/14	1-----		1				\$400.00		0.00			
E 9	WDJT	10/27/14	10/27/14	M-F 5pm News M-F 5pm News	CM	5p-530p	1-----	:30	1	\$400.00	P-1	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: 10/27/14	11/02/14	1-----		1				\$400.00		0.00			
E 10	WDJT	10/27/14	10/27/14	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	1-----		1				\$150.00		0.00			
E 11	WDJT	10/27/14	10/27/14	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$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: 10/27/14	11/02/14	1-----		1				\$1,400.00		0.00			
E 12	WDJT	10/27/14	10/27/14	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	1-----		1				\$150.00		0.00			
E 13	WDJT	10/25/14	10/25/14	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	: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: 10/20/14	10/26/14	-----1-		1				\$400.00		0.00			
E 14	WDJT	10/26/14	10/26/14	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/14	10/26/14	-----1		1				\$6,000.00		0.00			
E 15	WDJT	10/23/14	10/23/14	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	---1---	: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: 10/20/14	10/26/14	---1---		1				\$600.00		0.00			
E 16	WDJT	10/23/14	10/23/14	News at Noon News at Noon	CM	12p-1230p	---1---	:30	1	\$300.00	P-2	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>			

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WDJT	10/23/14	10/23/14	News at Noon News at Noon	CM	12p-1230p	---1---	:30	1	\$300.00	P-2	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:		10/20/14	10/26/14	---1---			1		\$300.00		0.00				
E 17	WDJT	10/23/14	10/23/14	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---1---	:30	1	\$1,200.00	P-1	0.00	NM	1	\$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:		10/20/14	10/26/14	---1---			1		\$1,200.00		0.00				
E 18	WDJT	10/23/14	10/23/14	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---1---	:30	1	\$1,400.00	P-1	0.00	NM	1	\$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:		10/20/14	10/26/14	---1---			1		\$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	WDJT	10/20/14-10/26/14		Wheel of Fortune 630p-7p		M-F 630p-7p	---Th-----	:30		<del>(\$1,400.00)</del>		0.00	NM		
See MG 18.2 [na Thursday]															
2	WDJT	10/26/14-10/26/14		Sun Late News		10p-1035p	-----Su	:30		\$1,400.00		0.00	NM		
Ⓜ MG for 18.1 10/23															
E 19	WDJT	10/23/14	10/23/14	CBS Mrning Nws M-F 7-9M CBS This Morning M-F 7a-9a	CM	7a-9a	---1---	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	---1---			1		\$150.00		0.00				
E 20	WDJT	10/21/14	10/21/14	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	-1-----	: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:		10/20/14	10/26/14	-1-----			1		\$400.00		0.00				
E 21	WDJT	10/21/14	10/21/14	M-F 5pm News M-F 5pm News	CM	5p-530p	-1-----	:30	1	\$400.00	P-1	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:		10/20/14	10/26/14	-1-----			1		\$400.00		0.00				
E 22	WDJT	10/21/14	10/21/14	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-1-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$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:		10/20/14	10/26/14	-1-----			1		\$1,200.00		0.00				
E 23	WDJT	10/21/14	10/21/14	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	-1-----	:30	1	\$300.00	P-2	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:		10/20/14	10/26/14	-1-----			1		\$300.00		0.00				
E 24	WDJT	10/22/14	10/22/14	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	--1----	: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:		10/20/14	10/26/14	--1----			1		\$600.00		0.00				
E 25	WDJT	10/22/14	10/22/14	3p-4p Queen Latifah	CM	3p-4p	--1----	:30	1	\$300.00	P-2	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:		10/20/14	10/26/14	--1----			1		\$300.00		0.00				
E 26	WDJT	10/22/14	10/22/14	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	--1----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$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:		10/20/14	10/26/14	--1----			1		\$1,200.00		0.00				
E 27	WDJT	10/22/14	10/22/14	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	--1----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	--1----			1		\$150.00		0.00				
													Totals	27	\$20,550.00