



# Buy Detail Report

3538911

Revision #:      Date: 10/11/2018

**Client:** Friends of Scott Walker  
**Media:** TV  
**Product:** Scott Walker for Governor  
**Market:** Milwaukee-Racine

**Estimate:** 209  
**Description:** 2018T SWF 1016 B  
**Flight Start Date:** 10/16/2018 03:00 AM  
**Flight End Date:** 10/22/2018 02:59 AM

**Vendor:** WVTV-TV  
4041 N. 35th Street  
Milwaukee, WI 53216

**Send Billing To:** Nonbox  
5307 S. 92nd Street  
Hales Corners, WI 53130  
**Phone:** 414-425-8800

**Separation between spots:** 30

**Buyer:** Emilie Kassa

**Phone:** 414-442-7050

**Fax:** 414-203-2300

**Affiliation:** CW

Line No	Daypart Program	Daypart Code	STN Gross	Days Dur	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total Spots
					10/16	10/17	10/18	10/19	10/20	10/21	10/22	
<b>WVTV-TV</b>												
110	MTuWThF 10:00a-11:00a MAURY POVICH	DT	\$40.00	30	1	1	1	1			1	5
111	MTuWThF 12:00p- 1:00p STEVE WILKOS	DT	\$50.00	30	1	1	1	1			1	5
112	MTuWThF 2:00p- 3:00p MAURY POVICH	DT	\$70.00	30	1	1	1	1			1	5
113	MTuWThF 3:00p- 3:30p HOT BENCH - CREATED BY JUDGE JUDY	EF	\$70.00	30	1	1	1	1			1	5
114	MTuWThF 5:00p- 5:30p FAMILY FEUD	EF	\$70.00	30	1	1	1	1			1	5
115	MTuWThF 6:00p- 6:30p FAMILY FEUD	PA	\$125.00	30	1	1	1	1			1	5
116	MTuWThF 6:30p- 7:00p FAMILY FEUD	PA	\$150.00	30	1	1	1	1			1	5
117	Tu 7:00p- 8:00p FLASH	LF	\$300.00	30	1							1
118	Th 7:00p- 8:00p SUPERNATURAL	LF	\$250.00	30			1					1
119	Th 8:00p- 9:00p ARROW	LF	\$200.00	30			1					1
120	Sa 6:30p- 7:00p FAMILY FEUD	PA	\$40.00	30					1			1

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				10/16	10/17	10/18	10/19	10/20	10/21	10/22	
<b>WVTV-TV</b>											
121	Sa 7:00p- 8:00p FAMILY FEUD	LF	\$100.00	30				1			1
				<b>Total Spots:</b>	8	7	9	7	2	7	40
<b>Total Cost:</b>		\$3,765.00									40
<b>Station Monthly Summary</b>											
OCT 18		\$3,765.00									40
<b>Total Cost:</b>		\$3,765.00									40

Signature: \_\_\_\_\_

10/11/18



WVTV Milwaukee  
11520 W Calumet Rd  
Milwaukee, WI 53224

Nonbox Eisner  
5307 S 92nd St  
Hale Corners, WI 53130

**Contract #** 3538911  
**Schedule Dates** 10/16/18-10/22/18  
**Advertiser** Friends of Scott Walker (66209)  
**Agency** Nonbox Eisner (5242)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** EST.209 (1075548)  
**Salesperson** HOUSE-MILWAUKEE, WCGV/WVTV (1530)  
**Sales Office** WVTV/EVTV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 209  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** WVTV  
 FLIGHT DATES: 10/16/18 - 10/22/18 - EST.209  
 DO NOT APPROVE UNTIL PAYMENT IS RECEIVED

**Date Entered** 10/11/18  
**Last Modified**  
**Entered By** Pam Dickson  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$564.75  
**Net Total** \$3,200.25  
**Sales Tax**

Milwaukee (WVTV)		
By Broadcast Month	Spots	Rate
Oct. 2018	40	\$3,765.00
<b>Grand Total:</b>	40	\$3,765.00

## INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) on credit hold / SPOT	10/16/18-10/16/18	2	:30	10A- Maury 2			1						1	\$40.00	\$40.00	Milwaukee (WVTV)		10/11/18
Est 2.0	Unapproved (NewL) on credit hold / SPOT	10/17/18-10/17/18	2	:30	10A- Maury 2				1					1	\$40.00	\$40.00	Milwaukee (WVTV)		10/11/18
Est 3.0	Unapproved (NewL) on credit hold / SPOT	10/18/18-10/18/18	2	:30	10A- Maury 2					1				1	\$40.00	\$40.00	Milwaukee (WVTV)		10/11/18
Est 4.0	Unapproved (NewL) on credit hold / SPOT	10/19/18-10/19/18	2	:30	10A- Maury 2						1			1	\$40.00	\$40.00	Milwaukee (WVTV)		10/11/18
Est 5.0	Unapproved (NewL) on credit hold / SPOT	10/22/18-10/22/18	2	:30	10A- Maury 2		1							1	\$40.00	\$40.00	Milwaukee (WVTV)		10/11/18
Est 6.0	Unapproved (NewL) on credit hold / SPOT	10/16/18-10/16/18	2	:30	12P- Steve Wilkos Show			1						1	\$50.00	\$50.00	Milwaukee (WVTV)		10/11/18
Est 7.0	Unapproved (NewL) on credit hold / SPOT	10/17/18-10/17/18	2	:30	12P- Steve Wilkos Show				1					1	\$50.00	\$50.00	Milwaukee (WVTV)		10/11/18
Est 8.0	Unapproved (NewL) on credit hold / SPOT	10/18/18-10/18/18	2	:30	12P- Steve Wilkos Show					1				1	\$50.00	\$50.00	Milwaukee (WVTV)		10/11/18
Est 9.0	Unapproved (NewL) on credit hold / SPOT	10/19/18-10/19/18	2	:30	12P- Steve Wilkos Show						1			1	\$50.00	\$50.00	Milwaukee (WVTV)		10/11/18

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
			10/11/18	

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WVTV Milwaukee  
11520 W Calumet Rd  
Milwaukee, WI 53224

**Contract #** 3538911  
**Schedule Dates** 10/16/18-10/22/18  
**Advertiser** Friends of Scott Walker (66209)  
**Agency** Nonbox Eisner (5242)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** EST.209 (1075548)  
**Salesperson** HOUSE-MILWAUKEE, WCGV/WVTV (1530)  
**Sales Office** WVTV/EVTV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 209  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** WVTV  
 FLIGHT DATES: 10/16/18 - 10/22/18 - EST.209  
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**Date Entered** 10/11/18  
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**Entered By** Pam Dickson  
**CO-OP** No  
**Headline #**  
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<b>Grand Total:</b>	<b>40</b>	<b>\$3,765.00</b>

Nonbox Eisner  
5307 S 92nd St  
Hale Corners, WI 53130

## INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 10.0	Unapproved (NewL) on credit hold / SPOT	10/22/18-10/22/18	2	:30	12P- Steve Wilkos Show		1							1	\$50.00	\$50.00	Milwaukee (WVTV)		10/11/18
Est 11.0	Unapproved (NewL) on credit hold / SPOT	10/16/18-10/16/18	2	:30	2P- Maury			1						1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18
Est 12.0	Unapproved (NewL) on credit hold / SPOT	10/17/18-10/17/18	2	:30	2P- Maury				1					1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18
Est 13.0	Unapproved (NewL) on credit hold / SPOT	10/18/18-10/18/18	2	:30	2P- Maury					1				1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18
Est 14.0	Unapproved (NewL) on credit hold / SPOT	10/19/18-10/19/18	2	:30	2P- Maury						1			1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18
Est 15.0	Unapproved (NewL) on credit hold / SPOT	10/22/18-10/22/18	2	:30	2P- Maury		1							1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18
Est 16.0	Unapproved (NewL) on credit hold / SPOT	10/16/18-10/16/18	2	:30	3P- Hot Bench			1						1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18
Est 17.0	Unapproved (NewL) on credit hold / SPOT	10/17/18-10/17/18	2	:30	3P- Hot Bench				1					1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18
Est 18.0	Unapproved (NewL) on credit hold / SPOT	10/18/18-10/18/18	2	:30	3P- Hot Bench					1				1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Nonbox Eisner  
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Hale Corners, WI 53130

**Contract # 3538911**

**Schedule Dates** 10/16/18-10/22/18  
**Advertiser** Friends of Scott Walker (66209)  
**Agency** Nonbox Eisner (5242)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** EST.209 (1075548)  
**Salesperson** HOUSE-MILWAUKEE, WCGV/WVTV (1530)  
**Sales Office** WVTV/EVTV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 209  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** WVTV  
 FLIGHT DATES: 10/16/18 - 10/22/18 - EST.209  
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**Date Entered** 10/11/18  
**Last Modified**  
**Entered By** Pam Dickson  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$564.75  
**Net Total** \$3,200.25  
**Sales Tax**

**Milwaukee (WVTV)**

By Broadcast Month	Spots	Rate
Oct. 2018	40	\$3,765.00
<b>Grand Total:</b>	<b>40</b>	<b>\$3,765.00</b>

**INCOMPLETE CONTRACT**

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 19.0	Unapproved (NewL) on credit hold / SPOT	10/19/18-10/19/18	2	:30	3P- Hot Bench						1			1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18
Est 20.0	Unapproved (NewL) on credit hold / SPOT	10/22/18-10/22/18	2	:30	3P- Hot Bench		1							1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18
Est 21.0	Unapproved (NewL) on credit hold / SPOT	10/16/18-10/16/18	2	:30	5P- Family Feud 3			1						1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18
Est 22.0	Unapproved (NewL) on credit hold / SPOT	10/17/18-10/17/18	2	:30	5P- Family Feud 3				1					1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18
Est 23.0	Unapproved (NewL) on credit hold / SPOT	10/18/18-10/18/18	2	:30	5P- Family Feud 3					1				1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18
Est 24.0	Unapproved (NewL) on credit hold / SPOT	10/19/18-10/19/18	2	:30	5P- Family Feud 3						1			1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18
Est 25.0	Unapproved (NewL) on credit hold / SPOT	10/22/18-10/22/18	2	:30	5P- Family Feud 3		1							1	\$70.00	\$70.00	Milwaukee (WVTV)		10/11/18
Est 26.0	Unapproved (NewL) on credit hold / SPOT	10/16/18-10/16/18	2	:30	5:58P- Family Feud			1						1	\$125.00	\$125.00	Milwaukee (WVTV)		10/11/18
Est 27.0	Unapproved (NewL) on credit hold / SPOT	10/17/18-10/17/18	2	:30	5:58P- Family Feud				1					1	\$125.00	\$125.00	Milwaukee (WVTV)		10/11/18

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**Sales Office** WVTV/EVTV  
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**CPE** 209  
**Account Types** Local/Political Candidate Agency BRD  
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**Comments** WVTV  
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Est 28.0	Unapproved (NewL) on credit hold / SPOT	10/18/18-10/18/18	2	:30	5:58P- Family Feud					1				1	\$125.00	\$125.00	Milwaukee (WVTV)		10/11/18
Est 29.0	Unapproved (NewL) on credit hold / SPOT	10/19/18-10/19/18	2	:30	5:58P- Family Feud						1			1	\$125.00	\$125.00	Milwaukee (WVTV)		10/11/18
Est 30.0	Unapproved (NewL) on credit hold / SPOT	10/22/18-10/22/18	2	:30	5:58P- Family Feud		1							1	\$125.00	\$125.00	Milwaukee (WVTV)		10/11/18
Est 31.0	Unapproved (NewL) on credit hold / SPOT	10/16/18-10/16/18	2	:30	6:28P- Family Feud 2			1						1	\$150.00	\$150.00	Milwaukee (WVTV)		10/11/18
Est 32.0	Unapproved (NewL) on credit hold / SPOT	10/17/18-10/17/18	2	:30	6:28P- Family Feud 2				1					1	\$150.00	\$150.00	Milwaukee (WVTV)		10/11/18
Est 33.0	Unapproved (NewL) on credit hold / SPOT	10/18/18-10/18/18	2	:30	6:28P- Family Feud 2					1				1	\$150.00	\$150.00	Milwaukee (WVTV)		10/11/18
Est 34.0	Unapproved (NewL) on credit hold / SPOT	10/19/18-10/19/18	2	:30	6:28P- Family Feud 2						1			1	\$150.00	\$150.00	Milwaukee (WVTV)		10/11/18
Est 35.0	Unapproved (NewL) on credit hold / SPOT	10/22/18-10/22/18	2	:30	6:28P- Family Feud 2		1							1	\$150.00	\$150.00	Milwaukee (WVTV)		10/11/18
Est 36.0	Unapproved (NewL) on credit hold / Prime	10/16/18-10/16/18	2	:30	6:58P- CW-The Flash (Tuesday)			1						1	\$300.00	\$300.00	Milwaukee (WVTV)		10/11/18

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Est 37.0	Unapproved (NewL) on credit hold / Prime	10/18/18-10/18/18	2	:30	6:58P- CW-Supernatural (Thursday)					1				1	\$250.00	\$250.00	Milwaukee (WVTV)		10/11/18
Est 38.0	Unapproved (NewL) on credit hold / Prime	10/18/18-10/18/18	2	:30	8P- CW-Arrow (Thursday)				1					1	\$200.00	\$200.00	Milwaukee (WVTV)		10/11/18
Est 39.0	Unapproved (NewL) on credit hold / SPOT	10/20/18-10/20/18	2	:30	6:29P- Family Feud Saturday 4							1		1	\$40.00	\$40.00	Milwaukee (WVTV)		10/11/18
Est 40.0	Unapproved (NewL) on credit hold / Prime	10/20/18-10/20/18	2	:30	Orbit- [P]Family Feud Saturday(Sa ), [P]Family Feud Saturday 2(Sa )							1		1	\$100.00	\$100.00	Milwaukee (WVTV)		10/11/18

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