



# Buy Detail Report

355 3656

Revision #:      Date: 10/24/2018

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

Estimate: 212      Vendor: WVTV-TV  
Description: 2018T SWF 1030 A .104 2033      4041 N. 35th Street  
Flight Start Date: 10/30/2018 03:00 AM  
Flight End Date: 11/5/2018 02:59 AM      Milwaukee, WI 53216  
Survey: Nov17 DMA Nielsen Live+3  
Buyer: Cindy Murphy

Separation between spots: 30

Phone: 414-442-7050

Fax: 414-203-2300

Affiliation: CW

Daypart Program	Daypart Code	STN Gross	Days Dur	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total Spots
				10/30	10/31	11/1	11/2	11/3	11/4	11/5	
<b>WVTV-TV</b>											
MTuWThF 10:00a-11:00a MAURY POVICH	DT	\$40.00	30	1 ✓	1 ✓	1 ✓	1 ✓			1 ✓	5
MTuWThF 12:00p- 1:00p STEVE WILKOS	DT	\$50.00	30	1 ✓	1 ✓	1 ✓	1 ✓			1 ✓	5
MTuWThF 3:00p- 3:30p HOT BENCH - CREATED BY JUDGE JUDY	EF	\$70.00	30	1 ✓	1 ✓	1 ✓	1 ✓			1 ✓	5
MTuWThF 3:30p- 4:00p HOT BENCH - CREATED BY JUDGE JUDY	EF	\$70.00	30	1 ✓	1 ✓	1 ✓	1 ✓			1 ✓	5
MTuWThF 6:30p- 7:00p FAMILY FEUD	PA	\$150.00	30	1 ✓	1 ✓	1 ✓	1 ✓			1 ✓	5
<b>Total Spots:</b>				5	5	5	5			5	25
<b>Total Cost:</b>		\$1,900.00									25
<b>Station Monthly Summary</b>											
NOV 18		\$1,900.00									25
<b>Total Cost:</b>		\$1,900.00 ✓									25 ✓

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



WVTV Milwaukee  
11520 W Calumet Rd  
Milwaukee, WI 53224

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

**Contract #** 3553656  
**Schedule Dates** 10/30/18-11/05/18  
**Advertiser** Friends of Scott Walker (66209)  
**Agency** Nonbox Eisner (5242)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** Est. 212 2018T SWF 1030 A (1082033)  
**Salesperson** HOUSE-MILWAUKEE, WCGV/WVTV (1530)  
**Sales Office** WVTV/EVTV  
**Buyer Name** Murphy, Cindy  
**Phone/Fax** /  
**CPE** 212  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** WVTV  
 FLIGHT DATES: 10/30/18 - 11/5/18 EST. 212  
 DO NOT APPROVE UNTIL PAYMENT IS RECEIVED

**Date Entered** 10/26/18  
**Last Modified**  
**Entered By** Karen Murray  
**CO-OP** No  
**External #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$285.00  
**Net Total** \$1,615.00  
**Sales Tax**

Milwaukee (WVTV)		
By Broadcast Month	Spots	Rate
Nov. 2018	25	\$1,900.00
<b>Grand Total:</b>	<b>25</b>	<b>\$1,900.00</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 1.0	Unapproved (NewL) on credit hold / SPOT	10/30/18-11/02/18	1	:30	10A- Maury 2			1	1	1	1			4	\$40.00	\$160.00	Milwaukee (WVTV)		10/26/18
Est 2.0	Unapproved (NewL) on credit hold / SPOT	11/05/18-11/05/18	1	:30	10A- Maury 2		1							1	\$40.00	\$40.00	Milwaukee (WVTV)		10/26/18
Est 3.0	Unapproved (NewL) on credit hold / SPOT	10/30/18-11/02/18	1	:30	12P- Steve Wilkos Show			1	1	1	1			4	\$50.00	\$200.00	Milwaukee (WVTV)		10/26/18
Est 4.0	Unapproved (NewL) on credit hold / SPOT	11/05/18-11/05/18	1	:30	12P- Steve Wilkos Show		1							1	\$50.00	\$50.00	Milwaukee (WVTV)		10/26/18
Est 5.0	Unapproved (NewL) on credit hold / SPOT	10/30/18-11/02/18	1	:30	3P- Hot Bench			1	1	1	1			4	\$70.00	\$280.00	Milwaukee (WVTV)		10/26/18
Est 6.0	Unapproved (NewL) on credit hold / SPOT	11/05/18-11/05/18	1	:30	3P- Hot Bench		1							1	\$70.00	\$70.00	Milwaukee (WVTV)		10/26/18
Est 7.0	Unapproved (NewL) on credit hold / SPOT	10/30/18-11/02/18	1	:30	3:30P- Hot Bench 2			1	1	1	1			4	\$70.00	\$280.00	Milwaukee (WVTV)		10/26/18
Est 8.0	Unapproved (NewL) on credit hold / SPOT	11/05/18-11/05/18	1	:30	3:30P- Hot Bench 2		1							1	\$70.00	\$70.00	Milwaukee (WVTV)		10/26/18
Est 9.0	Unapproved (NewL) on credit hold / SPOT	10/30/18-11/02/18	1	:30	6:28P- Family Feud 2			1	1	1	1			4	\$150.00	\$600.00	Milwaukee (WVTV)		10/26/18

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>Kam</i>	10/26/18	

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.



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