



Buy Detail Report

3546479

Revision #: Date: 10/18/2018

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

Estimate: 210
Description: 2018T SWF 1023 A
Flight Start Date: 10/23/2018 03:00 AM
Flight End Date: 10/29/2018 02:59 AM
Survey: Nov17 DMA Nielsen Live+3
Buyer: Cindy Murphy

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

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
				10/23	10/24	10/25	10/26	10/27	10/28	10/29	
WVTV-TV											
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 2:00p- 3:00p MAURY POVICH	DT	\$70.00	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 5:00p- 5:30p FAMILY FEUD	EF	\$70.00	30	1	1	1	1			1	5
MTuWThF 6:00p- 6:30p FAMILY FEUD	PA	\$125.00	30	1	1	1	1			1	5
MTuWThF 6:30p- 7:00p FAMILY FEUD	PA	\$150.00	30	1	1	1	1			1	5
Tu 7:00p- 8:00p FLASH	LF	\$300.00	30	1							1
Th 7:00p- 8:00p SUPERNATURAL	LF	\$250.00	30			1					1
Th 8:00p- 9:00p ARROW <i>Legacies</i>	LF	\$200.00	30			1					1
Sa 6:30p- 7:00p FAMILY FEUD	PA	\$40.00	30					1			1

2 10/19/18



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				10/23	10/24	10/25	10/26	10/27	10/28	10/29	
WVTV-TV											
Sa 7:00p- 8:00p	LF	\$100.00	30					1			1
FAMILY FEUD											
			Total Spots:	8	7	9	7	2		7	40
Total Cost:		\$3,765.00									40
Station Monthly Summary											
OCT 18		\$3,190.00									33
NOV 18		\$575.00									7
Total Cost:		\$3,765.00									40

Signature: _____



WVTV Milwaukee
11520 W Calumet Rd
Milwaukee, WI 53224

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

Contract # 3546479
Schedule Dates 10/23/18-10/29/18
Advertiser Friends of Scott Walker (66209)
Agency Nonbox Eisner (5242)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST. 210 (1078598)
Salesperson HOUSE-MILWAUKEE, WCGV/WVTV (1530)
Sales Office WVTV/EVTV
Buyer Name
Phone/Fax /
CPE 210
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments WVTV
 FLIGHT DATES: 10/23/18 - 10/29/18 EST.210
 DO NOT APPROVE UNTIL PAYMENT IS RECEIVED

Date Entered 10/19/18
Last Modified
Entered By Pam Dickson
CO-OP No
External #
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	33	\$3,190.00
Nov. 2018	7	\$575.00
Grand Total:	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	10/23/18-10/26/18	2	:30	10A- Maury 2			1	1	1	1			4	\$40.00	\$160.00	Milwaukee (WVTV)		10/19/18
Est 2.0	Unapproved (NewL) on credit hold / SPOT	10/29/18-10/29/18	2	:30	10A- Maury 2		1							1	\$40.00	\$40.00	Milwaukee (WVTV)		10/19/18
Est 3.0	Unapproved (NewL) on credit hold / SPOT	10/23/18-10/26/18	2	:30	12P- Steve Wilkos Show			1	1	1	1			4	\$50.00	\$200.00	Milwaukee (WVTV)		10/19/18
Est 4.0	Unapproved (NewL) on credit hold / SPOT	10/29/18-10/29/18	2	:30	12P- Steve Wilkos Show		1							1	\$50.00	\$50.00	Milwaukee (WVTV)		10/19/18
Est 5.0	Unapproved (NewL) on credit hold / SPOT	10/23/18-10/26/18	2	:30	2P- Maury			1	1	1	1			4	\$70.00	\$280.00	Milwaukee (WVTV)		10/19/18
Est 6.0	Unapproved (NewL) on credit hold / SPOT	10/29/18-10/29/18	2	:30	2P- Maury		1							1	\$70.00	\$70.00	Milwaukee (WVTV)		10/19/18
Est 7.0	Unapproved (NewL) on credit hold / SPOT	10/23/18-10/26/18	2	:30	3P- Hot Bench			1	1	1	1			4	\$70.00	\$280.00	Milwaukee (WVTV)		10/19/18
Est 8.0	Unapproved (NewL) on credit hold / SPOT	10/29/18-10/29/18	2	:30	3P- Hot Bench		1							1	\$70.00	\$70.00	Milwaukee (WVTV)		10/19/18
Est 9.0	Unapproved (NewL) on credit hold / SPOT	10/23/18-10/26/18	2	:30	5P- Family Feud 3			1	1	1	1			4	\$70.00	\$280.00	Milwaukee (WVTV)		10/19/18

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
			10/19/18	

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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Milwaukee, WI 53224

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Hale Corners, WI 53130

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Salesperson HOUSE-MILWAUKEE, WCGV/WVTV (1530)
Sales Office WVTV/EVTV
Buyer Name
Phone/Fax /
CPE 210
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments WVTV
 FLIGHT DATES: 10/23/18 - 10/29/18 EST.210
 DO NOT APPROVE UNTIL PAYMENT IS RECEIVED

Date Entered 10/19/18
Last Modified
Entered By Pam Dickson
CO-OP No
External #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$564.75
Net Total \$3,200.25
Sales Tax

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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	10/29/18-10/29/18	2	:30	5P- Family Feud 3		1							1	\$70.00	\$70.00	Milwaukee (WVTV)		10/19/18
Est 11.0	Unapproved (NewL) on credit hold / SPOT	10/23/18-10/26/18	2	:30	5:58P- Family Feud			1	1	1	1			4	\$125.00	\$500.00	Milwaukee (WVTV)		10/19/18
Est 12.0	Unapproved (NewL) on credit hold / SPOT	10/29/18-10/29/18	2	:30	5:58P- Family Feud		1							1	\$125.00	\$125.00	Milwaukee (WVTV)		10/19/18
Est 13.0	Unapproved (NewL) on credit hold / SPOT	10/23/18-10/26/18	2	:30	6:28P- Family Feud 2			1	1	1	1			4	\$150.00	\$600.00	Milwaukee (WVTV)		10/19/18
Est 14.0	Unapproved (NewL) on credit hold / SPOT	10/29/18-10/29/18	2	:30	6:28P- Family Feud 2		1							1	\$150.00	\$150.00	Milwaukee (WVTV)		10/19/18
Est 15.0	Unapproved (NewL) on credit hold / Prime	10/23/18-10/23/18	2	:30	6:58P- CW-The Flash (Tuesday)			1						1	\$300.00	\$300.00	Milwaukee (WVTV)		10/19/18
Est 16.0	Unapproved (NewL) on credit hold / Prime	10/25/18-10/25/18	2	:30	6:58P- CW-Supernatural (Thursday)					1				1	\$250.00	\$250.00	Milwaukee (WVTV)		10/19/18
Est 17.0	Unapproved (NewL) on credit hold / Prime	10/25/18-10/25/18	2	:30	6:58P- CW-Arrow (Thursday)					1				1	\$200.00	\$200.00	Milwaukee (WVTV)		10/19/18
Est 18.0	Unapproved (NewL) on credit hold / SPOT	10/27/18-10/27/18	2	:30	6:29P- Family Feud Saturday 4							1		1	\$40.00	\$40.00	Milwaukee (WVTV)		10/19/18

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Est 19.0	Unapproved (NewL) on credit hold / Prime	10/27/18-10/27/18	2	:30	Orbit- [P]Family Feud Saturday(Sa), [P]Family Feud Saturday 2(Sa)							1		1	\$100.00	\$100.00	Milwaukee (WVTV)		10/19/18

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