



# Buy Detail Report

3538866

Revision #:      Date: 10/10/2018

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

**Estimate:** 197  
**Description:** 2018T SWFDR 1016  
**Flight Start Date:** 10/16/2018 03:00 AM  
**Flight End Date:** 10/22/2018 02:59 AM  
**Survey:** Nov17 DMA Nielsen Live+3  
**Buyer:** Cindy Murphy

**Vendor:** EVTV-TV

**Separation between spots:** 30

**Affiliation:** Ind

| 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>EVTV-TV</b>                             |              |           |          |       |       |       |       |       |       |       |             |
| MTuWThF 5:00p- 5:30p<br>TWO AND A HALF MEN | EF           | \$45.00   | 30       | 1     | 1     | 1     | 1     |       |       | 1     | 5           |
| MTuWThF 5:30p- 6:00p<br>TWO AND A HALF MEN | EF           | \$45.00   | 30       | 1     | 1     | 1     | 1     |       |       | 1     | 5           |
| MTuWThF 6:00p- 6:30p<br>LAST MAN STANDING  | PA           | \$90.00   | 30       | 1     | 1     | 1     | 1     |       |       | 1     | 5           |
| <b>Total Spots:</b>                        |              |           |          | 3     | 3     | 3     | 3     |       |       | 3     | 15          |
| <b>Total Cost:</b>                         |              | \$900.00  |          |       |       |       |       |       |       |       | 15          |
| <b>Station Monthly Summary</b>             |              |           |          |       |       |       |       |       |       |       |             |
| OCT 18                                     |              | \$900.00  |          |       |       |       |       |       |       |       | 15          |
| <b>Total Cost:</b>                         |              | \$900.00  |          |       |       |       |       |       |       |       | 15          |

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

10/11/18



EVTV Milwaukee  
11520 W Calumet Rd  
Milwaukee, WI 53224

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

**Contract #** 3538866  
**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.197 (1075550)  
**Salesperson** HOUSE-MILWAUKEE, WCGV/WVTV (1530)  
**Sales Office** WVTV/EVTV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 197  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** EVTV  
 FLIGHT DATES: 10/16/18 - 10/22/18 - EST.197  
 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** \$135.00  
**Net Total** \$765.00  
**Sales Tax**


| Milwaukee (EVTV)    |           |                 |
|---------------------|-----------|-----------------|
| By Broadcast Month  | Spots     | Rate            |
| Oct. 2018           | 15        | \$900.00        |
| <b>Grand Total:</b> | <b>15</b> | <b>\$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 | 10/16/18-10/16/18 | 2   | :30    | 5P- Two and a Half Men         |     |    | 1  |    |    |    |    |    | 1     | \$45.00 | \$45.00 | Milwaukee (EVTV) |          | 10/11/18 |
| Est 2.0 | Unapproved (NewL) on credit hold / SPOT | 10/17/18-10/17/18 | 2   | :30    | 5P- Two and a Half Men         |     |    |    | 1  |    |    |    |    | 1     | \$45.00 | \$45.00 | Milwaukee (EVTV) |          | 10/11/18 |
| Est 3.0 | Unapproved (NewL) on credit hold / SPOT | 10/18/18-10/18/18 | 2   | :30    | 5P- Two and a Half Men         |     |    |    |    | 1  |    |    |    | 1     | \$45.00 | \$45.00 | Milwaukee (EVTV) |          | 10/11/18 |
| Est 4.0 | Unapproved (NewL) on credit hold / SPOT | 10/19/18-10/19/18 | 2   | :30    | 5P- Two and a Half Men         |     |    |    |    |    | 1  |    |    | 1     | \$45.00 | \$45.00 | Milwaukee (EVTV) |          | 10/11/18 |
| Est 5.0 | Unapproved (NewL) on credit hold / SPOT | 10/22/18-10/22/18 | 2   | :30    | 5P- Two and a Half Men         |     | 1  |    |    |    |    |    |    | 1     | \$45.00 | \$45.00 | Milwaukee (EVTV) |          | 10/11/18 |
| Est 6.0 | Unapproved (NewL) on credit hold / SPOT | 10/16/18-10/16/18 | 2   | :30    | 5:30P- Two and a Half Men<br>2 |     |    | 1  |    |    |    |    |    | 1     | \$45.00 | \$45.00 | Milwaukee (EVTV) |          | 10/11/18 |
| Est 7.0 | Unapproved (NewL) on credit hold / SPOT | 10/17/18-10/17/18 | 2   | :30    | 5:30P- Two and a Half Men<br>2 |     |    |    | 1  |    |    |    |    | 1     | \$45.00 | \$45.00 | Milwaukee (EVTV) |          | 10/11/18 |
| Est 8.0 | Unapproved (NewL) on credit hold / SPOT | 10/18/18-10/18/18 | 2   | :30    | 5:30P- Two and a Half Men<br>2 |     |    |    |    | 1  |    |    |    | 1     | \$45.00 | \$45.00 | Milwaukee (EVTV) |          | 10/11/18 |
| Est 9.0 | Unapproved (NewL) on credit hold / SPOT | 10/19/18-10/19/18 | 2   | :30    | 5:30P- Two and a Half Men<br>2 |     |    |    |    |    | 1  |    |    | 1     | \$45.00 | \$45.00 | Milwaukee (EVTV) |          | 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.



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**Milwaukee (EVTV)**

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| Est 10.0 | Unapproved (NewL) on credit hold / SPOT | 10/22/18-10/22/18 | 2   | :30    | 5:30P- Two and a Half Men |     | 1  |    |    |    |    |    |    | 1     | \$45.00 | \$45.00 | Milwaukee (EVTV) |          | 10/11/18 |
| Est 11.0 | Unapproved (NewL) on credit hold / SPOT | 10/16/18-10/16/18 | 2   | :30    | 6P- Last Man Standing     |     |    | 1  |    |    |    |    |    | 1     | \$90.00 | \$90.00 | Milwaukee (EVTV) |          | 10/11/18 |
| Est 12.0 | Unapproved (NewL) on credit hold / SPOT | 10/17/18-10/17/18 | 2   | :30    | 6P- Last Man Standing     |     |    |    | 1  |    |    |    |    | 1     | \$90.00 | \$90.00 | Milwaukee (EVTV) |          | 10/11/18 |
| Est 13.0 | Unapproved (NewL) on credit hold / SPOT | 10/18/18-10/18/18 | 2   | :30    | 6P- Last Man Standing     |     |    |    |    | 1  |    |    |    | 1     | \$90.00 | \$90.00 | Milwaukee (EVTV) |          | 10/11/18 |
| Est 14.0 | Unapproved (NewL) on credit hold / SPOT | 10/19/18-10/19/18 | 2   | :30    | 6P- Last Man Standing     |     |    |    |    |    | 1  |    |    | 1     | \$90.00 | \$90.00 | Milwaukee (EVTV) |          | 10/11/18 |
| Est 15.0 | Unapproved (NewL) on credit hold / SPOT | 10/22/18-10/22/18 | 2   | :30    | 6P- Last Man Standing     |     | 1  |    |    |    |    |    |    | 1     | \$90.00 | \$90.00 | Milwaukee (EVTV) |          | 10/11/18 |

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