



Buy Detail Report

3553431

Revision #: Date: 10/24/2018

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

Estimate: 212 Vendor: EVTU-TV
Description: 2018T SWF 1030 A 1081837
Flight Start Date: 10/30/2018 03:00 AM
Flight End Date: 11/5/2018 02:59 AM
Survey: Nov17 DMA Nielsen Live+3
Buyer: Cindy Murphy

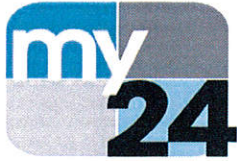
Separation between spots: 30

Affiliation: Ind

Daypart Program	Daypart Code	STN Gross	Days Dur	Tue 10/30	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Total Spots
EVTU-TV											
MTuWThF 5:00p- 5:30p TWO AND A HALF MEN	EF	\$100.00	30	1 ✓		1 ✓				1 ✓	3
MTuWThF 5:30p- 6:00p TWO AND A HALF MEN	EF	\$100.00	30		1 ✓		1 ✓				2
MTuWThF 6:00p- 6:30p LAST MAN STANDING	PA	\$125.00	30	1 ✓		1 ✓				1 ✓	3
MTuWThF 6:30p- 7:00p LAST MAN STANDING	PA	\$125.00	30		1 ✓		1 ✓				2
MTuWThFSaSu 7:00p- 9:00p PRIME ROTATION	PT	\$150.00	30	1 ✓	1 ✓	1 ✓	1 ✓	1 ✓	1 ✓	1 ✓	7
Total Spots:				3	3	3	3	1	1	3	17
Total Cost:		\$2,175.00									17
Station Monthly Summary											
NOV 18		\$2,175.00									17 ✓
Total Cost:		\$2,175.00 ✓									17

Signature: _____

Kem 10/26/18



EVTV Milwaukee
11520 W Calumet Rd
Milwaukee, WI 53224

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

Contract # 3553431
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 (1081837)
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 EVTV
 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 \$326.25
Net Total \$1,848.75
Sales Tax

Milwaukee (EVTV)		
By Broadcast Month	Spots	Rate
Nov. 2018	17	\$2,175.00
Grand Total:	17	\$2,175.00

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	10/30/18-11/01/18	1	:30	5P- Two and a Half Men			1		1				2	\$100.00	\$200.00	Milwaukee (EVTV)		10/26/18
Est 2.0	Unapproved (NewL) on credit hold / SPOT	11/05/18-11/05/18	1	:30	5P- Two and a Half Men		1							1	\$100.00	\$100.00	Milwaukee (EVTV)		10/26/18
Est 3.0	Unapproved (NewL) on credit hold / SPOT	10/31/18-11/02/18	1	:30	5:30P- Two and a Half Men 2				1		1			2	\$100.00	\$200.00	Milwaukee (EVTV)		10/26/18
Est 4.0	Unapproved (NewL) on credit hold / SPOT	10/30/18-11/01/18	1	:30	6P- Last Man Standing			1		1				2	\$125.00	\$250.00	Milwaukee (EVTV)		10/26/18
Est 5.0	Unapproved (NewL) on credit hold / SPOT	11/05/18-11/05/18	1	:30	6P- Last Man Standing		1							1	\$125.00	\$125.00	Milwaukee (EVTV)		10/26/18
Est 6.0	Unapproved (NewL) on credit hold / SPOT	10/31/18-11/02/18	1	:30	6:30P- Last Man Standing 2				1		1			2	\$125.00	\$250.00	Milwaukee (EVTV)		10/26/18
Est 7.0	Unapproved (NewL) on credit hold / Prime	10/30/18-11/02/18	1	:30	7P- 9P (CST)			1	1	1	1			4	\$150.00	\$600.00	Milwaukee (EVTV)		10/26/18
Est 8.0	Unapproved (NewL) on credit hold / SPOT	11/03/18-11/04/18	1	:30	7P- 9P (CST)							1	1	2	\$150.00	\$300.00	Milwaukee (EVTV)		10/26/18
Est 9.0	Unapproved (NewL) on credit hold / Prime	11/05/18-11/05/18	1	:30	7P- 9P (CST)		1							1	\$150.00	\$150.00	Milwaukee (EVTV)		10/26/18

CONFIRMATION CONTRACT

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

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.