



# Buy Detail Report

3503178

Revision #:      Date: 9/21/2018

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

**Estimate:** 203  
**Description:** 2018T SWF 0925 B  
**Flight Start Date:** 9/25/2018 03:00 AM  
**Flight End Date:** 10/1/2018 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
				9/25	9/26	9/27	9/28	9/29	9/30	10/1	
<b>WVTV-TV</b>											
MTuWThF 12:00p- 1:00p STEVE WILKOS	DT	\$50.00	30	1		1					2
MTuWThF 6:30p- 7:00p FAMILY FEUD	PA	\$150.00	30		1					1	2
<b>Total Spots:</b>				1	1	1				1	4
<b>Total Cost:</b>		\$400.00									4
<b>Station Monthly Summary</b>											
SEP 18		\$250.00									3
OCT 18		\$150.00									1
<b>Total Cost:</b>		\$400.00									4

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

9/21/18



WVTV Milwaukee  
11520 W Calumet Rd  
Milwaukee, WI 53224

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

**Contract # 3503128**

**Schedule Dates** 09/25/18-10/01/18  
**Advertiser** Friends of Scott Walker (66209)  
**Agency** Nonbox Eisner (5242)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** EST.203 (1068340)  
**Salesperson** HOUSE-MILWAUKEE, WCGV/WVTV (1530)  
**Sales Office** WVTV/EVTV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 203  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** EVTV  
 FLIGHT DATES: 9/25/18 - 10/1/18 - EST.203  
 DO NOT APPROVE UNTIL PAYMENT IS RECEIVED

**Date Entered** 09/21/18  
**Last Modified**  
**Entered By** Pam Dickson  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$60.00  
**Net Total** \$340.00  
**Sales Tax**

**Milwaukee (WVTV)**

By Broadcast Month	Spots	Rate
Sep. 2018	3	\$250.00
Oct. 2018	1	\$150.00
<b>Grand Total:</b>	<b>4</b>	<b>\$400.00</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	09/25/18-09/25/18	2	:30	12P- Steve Wilkos Show			1						1	\$50.00	\$50.00	Milwaukee (WVTV)		9/21/18
Est 2.0	Unapproved (NewL) on credit hold / SPOT	09/27/18-09/27/18	2	:30	12P- Steve Wilkos Show					1				1	\$50.00	\$50.00	Milwaukee (WVTV)		9/21/18
Est 3.0	Unapproved (NewL) on credit hold / SPOT	09/26/18-09/26/18	2	:30	6:28P- Family Feud 2				1					1	\$150.00	\$150.00	Milwaukee (WVTV)		9/21/18
Est 4.0	Unapproved (NewL) on credit hold / SPOT	10/01/18-10/01/18	2	:30	6:28P- Family Feud 2		1							1	\$150.00	\$150.00	Milwaukee (WVTV)		9/21/18

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*[Signature]* 9/21/18

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.