



# Buy Detail Report

3546411

Revision #: Date: 10/18/2018

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

Estimate: 198  
Description: 2018T SWFDR 1023  
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: EVTV-TV

Separation between spots: 30

Affiliation: Ind

Daypart Program	Daypart Code	STN Gross	Days Dur	Tue 10/23	Wed 10/24	Thu 10/25	Fri 10/26	Sat 10/27	Sun 10/28	Mon 10/29	Total Spots
<b>EVTV-TV</b>											
MTuWThF 5:00p- 5:30p TWO AND A HALF MEN	EF	\$45.00	30	1	1	1	1			1	5
MTuWThF 5:30p- 6:00p TWO AND A HALF MEN	EF	\$45.00	30	1	1	1	1			1	5
MTuWThF 6:00p- 6:30p 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		\$720.00									12
NOV 18		\$180.00									3
<b>Total Cost:</b>		\$900.00									15

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

10/19/18



EVTV Milwaukee  
11520 W Calumet Rd  
Milwaukee, WI 53224

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

**Contract #** 3546411  
**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. 198 (91912)  
**Salesperson** HOUSE-MILWAUKEE, WCGV/WVTV (1530)  
**Sales Office** WVTV/EVTV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 198  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** EVTV  
 FLIGHT DATES: 10/23/18 - 10/29/18 EST.198  
 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** \$135.00  
**Net Total** \$765.00  
**Sales Tax**

**Milwaukee (EVTV)**

By Broadcast Month	Spots	Rate
Oct. 2018	12	\$720.00
Nov. 2018	3	\$180.00
<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	10/23/18-10/26/18	2	:30	5P- Two and a Half Men			1	1	1	1			4	\$45.00	\$180.00	Milwaukee (EVTV)		10/19/18
Est 2.0	Unapproved (NewL) on credit hold / SPOT	10/29/18-10/29/18	2	:30	5P- Two and a Half Men		1							1	\$45.00	\$45.00	Milwaukee (EVTV)		10/19/18
Est 3.0	Unapproved (NewL) on credit hold / SPOT	10/23/18-10/26/18	2	:30	5:30P- Two and a Half Men 2			1	1	1	1			4	\$45.00	\$180.00	Milwaukee (EVTV)		10/19/18
Est 4.0	Unapproved (NewL) on credit hold / SPOT	10/29/18-10/29/18	2	:30	5:30P- Two and a Half Men 2		1							1	\$45.00	\$45.00	Milwaukee (EVTV)		10/19/18
Est 5.0	Unapproved (NewL) on credit hold / SPOT	10/23/18-10/26/18	2	:30	6P- Last Man Standing			1	1	1	1			4	\$90.00	\$360.00	Milwaukee (EVTV)		10/19/18
Est 6.0	Unapproved (NewL) on credit hold / SPOT	10/29/18-10/29/18	2	:30	6P- Last Man Standing		1							1	\$90.00	\$90.00	Milwaukee (EVTV)		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.