

# ORDER



**Orders**  
**Order / Rev:** 4462946  
**Alt Order #:** 28398422  
**Product Desc:** WI-SEN 2024  
**Estimate:** 5355  
**Flight Dates:** 05/14/24 - 05/20/24  
**Original Date / Rev:** 05/10/24 / 05/10/24  
**Order Type:** REG

**Primary AE:** Millennium Washington,DC  
**Sales Office:** M-WAS  
**Sales Region:** Nat

**Agency Name:** Total Video Placements  
**Buying Contact:**  
**Billing Contact:** Kevin McCrady  
 P.O. Box 1051  
 New Albany, OH 43054

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM  
**Agency Commission:** 15%

**Advertiser Name:** POL/Fix Washington PAC  
**Demographic:** HH  
**Product Codes:** PL6  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS  
**Priority:** P5

**Order Brand:**  
**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/26/24	18	\$3,975.00	\$3,378.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	18	\$3,975.00	\$3,378.75	0.00
<b>Totals</b>	<b>18</b>	<b>\$3,975.00</b>	<b>\$3,378.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington,DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
LaCrosse WI WLAX	8%	\$3,975.00
Market	100%	\$49,687.50

**Competitive Share**

	Share	Total
ABCZ	0%	\$0.00
CABLE	0%	\$0.00
OLAX	0%	\$0.00
UNKWN	92%	\$45,712.50
WEAU	0%	\$0.00
WEUX	0%	\$0.00
WHLA	0%	\$0.00
WHWC	0%	\$0.00
WKBT	0%	\$0.00
WQOW	0%	\$0.00
WXOW	0%	\$0.00

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	05/14/24	05/14/24	M-F 8-9a M-F 8-9a	CM	M-F 8-9a	-T-----	:30	1	\$60.00	P3	0.00	NM	1	\$60.00

FAMILY FEUD  
 1313601 Index: 105

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 4462946  
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 Flight Dates: 05/14/24 - 05/20/24

Advertiser: POL/Fix Washington PAC  
 Product Desc: WI-SEN 2024  
 Estimate: 5355

LaCrosse WI WLAX

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	05/15/24	05/15/24	M-F 8-9a M-F 8-9a	CM	M-F 8-9a	--W----	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
FAMILY FEUD 1313601 Index: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/13/24 05/19/24 -T----- 1 \$60.00 0.00															
N 3	All	05/16/24	05/16/24	M-F 8-9a M-F 8-9a	CM	M-F 8-9a	---T---	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
FAMILY FEUD 1313601 Index: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/13/24 05/19/24 --W---- 1 \$60.00 0.00															
N 4	All	05/17/24	05/17/24	M-F 8-9a M-F 8-9a	CM	M-F 8-9a	----F--	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
FAMILY FEUD 1313601 Index: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/13/24 05/19/24 ----F-- 1 \$60.00 0.00															
N 5	All	05/20/24	05/20/24	M-F 8-9a M-F 8-9a	CM	M-F 8-9a	M-----	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
FAMILY FEUD 1313601 Index: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/20/24 05/26/24 M----- 1 \$60.00 0.00															
N 6	All	05/14/24	05/14/24	M-F 9a-930a M-F 9a-930a	CM	M-F 9a-930a	-T-----	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
Pictionary 1313601 Index: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/13/24 05/19/24 -T----- 1 \$60.00 0.00															
N 7	All	05/16/24	05/16/24	M-F 9a-930a M-F 9a-930a	CM	M-F 9a-930a	---T---	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
Pictionary 1313601 Index: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/13/24 05/19/24 ---T--- 1 \$60.00 0.00															
N 8	All	05/20/24	05/20/24	M-F 9a-930a M-F 9a-930a	CM	M-F 9a-930a	M-----	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
Pictionary 1313601 Index: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/20/24 05/26/24 M----- 1 \$60.00 0.00															
N 9	All	05/15/24	05/15/24	M-F 930a-10a M-F 930a-10a	CM	M-F 930a-10a	--W----	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
Pictionary 1313601 Index: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/13/24 05/19/24 --W---- 1 \$60.00 0.00															
N 10	All	05/17/24	05/17/24	M-F 930a-10a M-F 930a-10a	CM	M-F 930a-10a	----F--	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
Pictionary 1313601 Index: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/13/24 05/19/24 ----F-- 1 \$60.00 0.00															
N 12	All	05/14/24	05/14/24	LN M-F, Su 9-935p News @ 9p M-F/Su	CM	News @ 9p M-F/S	-T-----	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
FOX News at Nine 1313601 Index: 96 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/13/24 05/19/24 -T----- 1 \$500.00 0.00															
N 13	All	05/15/24	05/15/24		CM	News @ 9p M-F/S	--W----	:30	1	\$500.00	P3	0.00	NM	1	\$500.00

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LaCrosse WI WLAX

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LN M-F, Su 9-935p News @ 9p M-F/Su											
				FOX News at Nine 1313601 Index: 96											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/13/24	05/19/24	--W----		1		\$500.00		0.00					
N 14	All	05/16/24	05/16/24	LN M-F, Su 9-935p News @ 9p M-F/Su	CM	News @ 9p M-F/S	---T---	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
				FOX News at Nine 1313601 Index: 96											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/13/24	05/19/24	---T---		1		\$500.00		0.00					
N 15	All	05/17/24	05/17/24	LN M-F, Su 9-935p News @ 9p M-F/Su	CM	News @ 9p M-F/S	----F--	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
				FOX News at Nine 1313601 Index: 96											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/13/24	05/19/24	----F--		1		\$500.00		0.00					
N 16	All	05/20/24	05/20/24	LN M-F, Su 9-935p News @ 9p M-F/Su	CM	News @ 9p M-F/S	M-----	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
				FOX News at Nine 1313601 Index: 96											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/20/24	05/26/24	M-----		1		\$500.00		0.00					
N 17	All	05/18/24	05/18/24	LN Sa Sa News @ 9p	CM	Sa News @ 9p	-----S-	:30	1	\$325.00	P3	0.00	NM	1	\$325.00
				FOX News at Nine 1313601 Index: 103											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/13/24	05/19/24	-----S-		1		\$325.00		0.00					
N 18	All	05/19/24	05/19/24	LN M-F, Su 9-935p News @ 9p M-F/Su	CM	News @ 9p M-F/S	-----S	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
				FOX News at Nine 1313601 Index: 101											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/13/24	05/19/24	-----S		1		\$500.00		0.00					
N 19	All	05/19/24	05/19/24	Su 1005-1105p Su 1005-1105p	CM	Su 1005-1105p	-----S	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/13/24	05/19/24	-----S		1		\$50.00		0.00					
													Totals	18	\$3,975.00

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, \_\_\_\_\_, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

**Station time requested by:**

Agency name:

Address:

Contact:

Phone number:

Email:

**Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):**

Name:

Address:

Contact:

Phone number:

Email:

Station is authorized to announce the time as paid for by such person or entity.

**List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):**

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

**If ad refers to a federal candidate(s) or federal election, list ALL of the following:**

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify **EVERY** political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

N/A

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: <i>Total Video Placements</i>	Signature: <i>Dawn LeClaire</i>
Name:	Name: Dawn LeClaire
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: \_\_\_\_\_

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted
- Accepted IN PART (e.g., ad not received to determine content)\*
- Rejected – provide reason (optional):
- \_\_\_\_\_

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

\_\_\_\_\_

Contract #: 4462946	Station Call Letters: WLAX/WEUX	Date Received/Requested: 5/10/24
Est. #: 5355	Station Location: La Crosse, WI	Run Start and End Dates:

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

FWP24-TV-01H "Choice" :30