

# ORDER



**Orders**  
**Order / Rev:** 521374  
 Alt Order #:  
**Product Desc:** Milw County Circuit Court  
 Estimate:  
**Flight Dates:** 03/20/19 - 04/02/19  
**Original Date / Rev:** 03/15/19 / 03/17/19  
**Order Type:** GENERAL

**TODAY'S TMJ4**  
**Primary AE:** Brian O'Farrell  
**Sales Office:** WTMJL  
**Sales Region:** LOC

**Agency Name:** Committee to Retain Judge Jones  
**Buying Contact:**  
**Billing Contact:**  
 PO Box 489  
 Milwaukee, WI 53201

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

**Advertiser Name:** Jones/Non-partisan/Milw County Circ  
**Demographic:** A18+  
**Product Codes:** PL State Candidate  
**Revenue Code 1:** DISC  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** P-3

**New Business Thru:**  
**Advertiser External ID:** 243891  
**Agency External ID:** 131174  
**Unit Code:** General  
**Order Separation:** 00:20:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/25/19	03/31/19	53	\$14,750.00	\$12,537.50
04/01/19	04/01/19	11	\$2,900.00	\$2,465.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2019	53	\$14,750.00	\$12,537.50	0.00
April 2019	11	\$2,900.00	\$2,465.00	0.00
<b>Totals</b>	<b>64</b>	<b>\$17,650.00</b>	<b>\$15,002.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Brian O'Farrell			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTMJ	03/20/19	03/22/19	5-6am Daybreak Early	CM	5-6am	--WTF--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
				5-6am Daybreak Early											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/19	03/24/19	--WTF--		2				\$100.00		0.00			
N 2	WTMJ	03/25/19	03/29/19	5-6am Daybreak Early	CM	5-6am	MTWTF--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
				5-6am Daybreak Early											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/19	03/31/19	MTWTF--		2				\$100.00		0.00			
N 3	WTMJ	04/01/19	04/01/19	5-6am Daybreak Early	CM	5-6am	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				5-6am Daybreak Early											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/19	04/07/19	M-----		1				\$100.00		0.00			
N 4	WTMJ	03/20/19	03/22/19	6-7am Live at Daybreak	CM	6-7am	--WTF--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				6-7am Live at Daybreak											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/19	03/24/19	--WTF--		1				\$300.00		0.00			
N 5	WTMJ	03/25/19	03/29/19	6-7am Live at Daybreak	CM	6-7am	MTWTF--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				6-7am Live at Daybreak											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/19	03/31/19	MTWTF--		1				\$300.00		0.00			

Order / Rev: 521374  
 Alt Order #:  
 Flight Dates: 03/20/19 - 04/02/19

Advertiser: Jones/Non-partisan/Milw County Circuit ( )  
 Product Desc: Milw County Circuit Court  
 Estimate:  
**TODAY'S TMJ4**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WTMJ	04/01/19	04/01/19	6-7am Live at Daybreak 6-7am Live at Daybreak	CM	6-7am	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/01/19	04/07/19	M-----		1		\$300.00		0.00					
N 7	WTMJ	03/20/19	03/22/19	M-F 12-1230p Live at Noon 12-1230p Live at Noon	CM	12-1230pm	--WTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/18/19	03/24/19	--WTF--		2		\$200.00		0.00					
N 8	WTMJ	03/25/19	03/29/19	M-F 12-1230p Live at Noon 12-1230p Live at Noon	CM	12-1230pm	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/25/19	03/31/19	MTWTF--		2		\$200.00		0.00					
N 9	WTMJ	04/01/19	04/01/19	M-F 12-1230p Live at Noon 12-1230p Live at Noon	CM	12-1230pm	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/01/19	04/07/19	M-----		1		\$200.00		0.00					
N 10	WTMJ	03/20/19	03/22/19	M-F 1230-1p Live at 1230p 1230-1p Live at 1230p	CM	1230-1pm	--WTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/18/19	03/24/19	--WTF--		1		\$200.00		0.00					
N 11	WTMJ	03/25/19	03/29/19	M-F 1230-1p Live at 1230p 1230-1p Live at 1230p	CM	1230-1pm	MTWTF--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/25/19	03/31/19	MTWTF--		1		\$200.00		0.00					
N 12	WTMJ	04/01/19	04/01/19	M-F 1230-1p Live at 1230p 1230-1p Live at 1230p	CM	1230-1pm	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/01/19	04/07/19	M-----		1		\$200.00		0.00					
N 13	WTMJ	03/20/19	03/22/19	M-F Live at 4pm News M-F Live at 4pm News	CM	4-430pm	--WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/18/19	03/24/19	--WTF--		3		\$200.00		0.00					
N 14	WTMJ	03/25/19	03/29/19	M-F Live at 4pm News M-F Live at 4pm News	CM	4-430pm	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/25/19	03/31/19	MTWTF--		3		\$200.00		0.00					
N 15	WTMJ	04/01/19	04/01/19	M-F Live at 4pm News M-F Live at 4pm News	CM	4-430pm	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/01/19	04/07/19	M-----		1		\$200.00		0.00					
N 16	WTMJ	03/20/19	03/22/19	M-F Live at 430pm News M-F Live at 430pm News	CM	430-5pm	--WTF--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/18/19	03/24/19	--WTF--		3		\$250.00		0.00					
N 17	WTMJ	03/25/19	03/29/19	M-F Live at 430pm News M-F Live at 430pm News	CM	430-5pm	MTWTF--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/25/19	03/31/19	MTWTF--		3		\$250.00		0.00					
N 18	WTMJ	04/01/19	04/01/19	M-F Live at 430pm News M-F Live at 430pm News	CM	430-5pm	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/01/19	04/07/19	M-----		1		\$250.00		0.00					
N 19	WTMJ	03/20/19	03/22/19	5-530pm Live at 5 News 5-530pm Live at 5 News	CM	5-530pm	--WTF--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/18/19	03/24/19	--WTF--		2		\$400.00		0.00					
N 20	WTMJ	03/25/19	03/29/19	5-530pm Live at 5 News 5-530pm Live at 5 News	CM	5-530pm	MTWTF--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/25/19	03/31/19	MTWTF--		2		\$400.00		0.00					

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 Alt Order #:  
 Flight Dates: 03/20/19 - 04/02/19

Advertiser: Jones/Non-partisan/Milw County Circuit ( )  
 Product Desc: Milw County Circuit Court  
 Estimate:  
**TODAY'S TMJ4**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WTMJ	04/01/19	04/01/19	5-530pm Live at 5 News	CM	5-530pm	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/19	03/31/19	MTWTF--		2				\$400.00		0.00			
N22	WTMJ	03/20/19	03/22/19	6-630pm Live at 6pm News	CM	6-630pm	--WTF--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/19	03/24/19	--WTF--		1				\$500.00		0.00			
N23	WTMJ	03/25/19	03/29/19	6-630pm Live at 6pm News	CM	6-630pm	MTWTF--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/19	03/31/19	MTWTF--		2				\$500.00		0.00			
N24	WTMJ	04/01/19	04/01/19	6-630pm Live at 6pm News	CM	6-630pm	M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/19	04/07/19	M-----		1				\$500.00		0.00			
N25	WTMJ	03/20/19	03/22/19	M-F Live at 10pm News	CM	10-1035pm	--WTF--	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/19	03/24/19	--WTF--		2				\$650.00		0.00			
N26	WTMJ	03/25/19	03/29/19	M-F Live at 10pm News	CM	10-1035pm	MTWTF--	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/19	03/31/19	MTWTF--		2				\$650.00		0.00			
N27	WTMJ	04/01/19	04/01/19	M-F Live at 10pm News	CM	10-1035pm	M-----	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/19	04/07/19	M-----		1				\$650.00		0.00			
N28	WTMJ	03/20/19	03/22/19	Extra Early Daybreak	CM	430-5am	--WT---	:30	4	\$50.00	P-3	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/19	03/24/19	--WT---		4				\$50.00		0.00			
N29	WTMJ	03/25/19	03/29/19	Extra Early Daybreak	CM	430-5am	MTWT---	:30	3	\$50.00	P-3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/19	03/31/19	MTWT---		3				\$50.00		0.00			
N30	WTMJ	04/01/19	04/01/19	Extra Early Daybreak	CM	430-5am	M-----	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/19	04/07/19	M-----		2				\$50.00		0.00			
N31	WTMJ	03/30/19	03/30/19	SA 5-7am Daybreak	CM	5-7am	-----S-	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/19	03/31/19	-----S-		2				\$125.00		0.00			
N32	WTMJ	03/23/19	03/30/19	SA 5-530pm Live at 5	CM	5-530pm	-----S-	:30	1	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/19	03/24/19	-----S-		1				\$400.00		0.00			
		Week: 03/25/19	03/31/19	-----S-		1				\$400.00		0.00			
N33	WTMJ	03/23/19	03/30/19	SA 6-630pm Live at 6	CM	6-630pm	-----S-	:30	1	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/19	03/24/19	-----S-		1				\$400.00		0.00			
		Week: 03/25/19	03/31/19	-----S-		1				\$400.00		0.00			
N34	WTMJ	03/31/19	03/31/19	SU 5-7am Daybreak	CM	5-7am	-----S	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Advertiser: Jones/Non-partisan/Milw County Circuit C  
 Product Desc: Milw County Circuit Court  
 Estimate:

TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/19	03/31/19	-----S		2				\$125.00		0.00			
N35	WTMJ	03/24/19	03/31/19	SU Live at 10pm News	CM	10-1035pm	-----S	:30	1	\$650.00	P-3	0.00	NM	2	\$1,300.00
				SU Live at 10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/19	03/24/19	-----S		1				\$650.00		0.00			
		Week: 03/25/19	03/31/19	-----S		1				\$650.00		0.00			
N36	WTMJ	03/24/19	03/24/19	SU 5-530pm Live at 5	CM	5-530pm	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				SU 5-530pm Live at 5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/19	03/24/19	-----S		1				\$400.00		0.00			
													Totals	64	\$17,650.00