

Northland Television, LLC - WJFW-12



Order

| | | | |
|--------------------------------|-------------------------------------|--------------------------------|-----------------------|
| Orig. Date: 10/19/2018 | Advertiser: FRIENDS OF SCOTT WALKER | Acct. Exec.: Charlotte Berens | Price Type: |
| Order Date: 10/19/2018 | Product: POLITICAL | Est. Code: 211 | Revenue Type: Default |
| Start Date: 10/23/2018 | Pri. Prod. Category: POLITICAL | Billing Cycle: Broadcast Month | Billing Type: Regular |
| End Date: 11/04/2018 | | Order Class: Regional | Order Type: Political |
| Sec. Prod. Category: POLITICAL | | | Spot Type: Local |

Agency Information

| | |
|-----------------------------|-----|
| Name: NONBOX | |
| Address: 5307 S 92ND STREET | |
| HALES CORNERS WI 53130 | |
| Contact: BUYER. | |
| Fax: | 211 |
| Phone: (414) 425-8800 | |

Special Instructions:

Order #: 45095

BB: Billboard; MI: Mirror; MG: Makegood; GE: Ghost Eligible; SW: Spots per week

| Line# | Ordered As | Station | BB MI MG | Length | Flight Start - End | Time Start - End | Log | GE | S / W | Cost per spot | Spots | Ext. Cost | B / P | M | T | W | T | F | S | S |
|-------|-----------------------------|---------------|----------|--------|--------------------|------------------|---------|---------|-------|---------------|----------|-----------|-------|---|---|---|---|---|---|---|
| 1 | MORNING ROTATOR 5a - 11:30a | WJFW - NBC 12 | | :30 | 10/23/18 | 10/26/18 | 5:00AM | 7:00AM | | 4 | \$80.00 | \$320.00 | | 1 | 1 | 1 | 1 | 1 | | |
| 2 | MORNING ROTATOR 5a - 11:30a | WJFW - NBC 12 | | :30 | 10/29/18 | 10/29/18 | 5:00AM | 7:00AM | | 1 | \$80.00 | \$80.00 | | 1 | | | | | | |
| 3 | TODAY SHOW | WJFW - NBC 12 | | :30 | 10/23/18 | 10/26/18 | 7:00AM | 9:00AM | | 4 | \$120.00 | \$480.00 | | | 2 | | 2 | | | |
| 4 | TODAY SHOW | WJFW - NBC 12 | | :30 | 10/23/18 | 10/29/18 | 7:00AM | 9:00AM | | 1 | \$120.00 | \$120.00 | | 1 | | | | | | |
| 5 | MORNING ROTATOR 5a - 11:30a | WJFW - NBC 12 | | :30 | 10/23/18 | 10/26/18 | 9:00AM | 11:00AM | | 2 | \$80.00 | \$160.00 | | | 1 | | 1 | | | |
| 6 | DAYS OF OUR LIVES | WJFW - NBC 12 | | :30 | 10/23/18 | 10/26/18 | 12:00PM | 1:00PM | | 2 | \$100.00 | \$200.00 | | | | | 1 | 1 | | |

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2 WEEK NOTIFICATION REQUIRED FOR ALL CANCELLATIONS

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Order

Order #: 45095

BB: Billboard; MI: Mirror; MG: Makegood; GE: Ghost Eligible; SM: Spots per week

| Line# | Ordered As | Station | BB MI MG | Length | Flight Start - End | Time Start - End | GE | S / W | Cost per spot | Spots | Ext. Cost | B / P | M | T | W | T | F | S | S |
|-------------|----------------------|---------------|----------|--------|--------------------|------------------|----|-------|---------------|-------|-----------|-------|---|---|---|---|---|---|---|
| Combo Title | | | | | Detail | Log | | | Comment | | | | | | | | | | |
| 7 | DAYS OF OUR LIVES | WJFW - NBC 12 | | :30 | 10/23/18 10/29/18 | 12:00PM 1:00PM | | 1 | \$100.00 | 1 | \$100.00 | | X | | | | | | |
| | | | | | | Master | | | | | | | | | | | | | |
| 8 | STEVE | WJFW - NBC 12 | | :30 | 10/23/18 10/26/18 | 1:00PM 2:00PM | | 4 | \$60.00 | 4 | \$240.00 | | | 1 | 1 | 1 | 1 | | |
| | | | | | | Master | | | | | | | | | | | | | |
| 9 | STEVE | WJFW - NBC 12 | | :30 | 10/23/18 10/29/18 | 1:00PM 2:00PM | | 1 | \$60.00 | 1 | \$60.00 | | X | | | | | | |
| | | | | | | Master | | | | | | | | | | | | | |
| 10 | PEOPLES COURT #2 | WJFW - NBC 12 | | :30 | 10/23/18 10/26/18 | 2:00PM 3:00PM | | 6 | \$60.00 | 6 | \$360.00 | | | 1 | 2 | 1 | 2 | | |
| | | | | | | Master | | | | | | | | | | | | | |
| 11 | PEOPLES COURT #2 | WJFW - NBC 12 | | :30 | 10/23/18 10/29/18 | 2:00PM 3:00PM | | 1 | \$60.00 | 1 | \$60.00 | | X | | | | | | |
| | | | | | | Master | | | | | | | | | | | | | |
| 12 | UP NORTH @ 4 | WJFW - NBC 12 | | :30 | 10/23/18 10/26/18 | 4:00PM 4:30PM | | 2 | \$140.00 | 2 | \$280.00 | | | 1 | | 1 | | | |
| | | | | | | Master | | | | | | | | | | | | | |
| 13 | UP NORTH @ 4 | WJFW - NBC 12 | | :30 | 10/23/18 10/29/18 | 4:00PM 4:30PM | | 1 | \$140.00 | 1 | \$140.00 | | X | | | | | | |
| | | | | | | Master | | | | | | | | | | | | | |
| 14 | JEOPARDY W/ TERMINAL | WJFW - NBC 12 | | :30 | 10/23/18 10/26/18 | 4:30PM 4:59PM | | 2 | \$160.00 | 2 | \$320.00 | | | 1 | | 1 | | | |
| | | | | | | Master | | | | | | | | | | | | | |
| 15 | JEOPARDY W/ TERMINAL | WJFW - NBC 12 | | :30 | 10/23/18 10/29/18 | 4:30PM 4:59PM | | 1 | \$160.00 | 1 | \$160.00 | | X | | | | | | |
| | | | | | | Master | | | | | | | | | | | | | |
| 16 | NEWSWATCH 12 5 P NEW | WJFW - NBC 12 | | :30 | 10/23/18 10/26/18 | 4:59PM 5:30PM | | 2 | \$300.00 | 2 | \$600.00 | | | | 1 | | 1 | | |
| | | | | | | Master | | | | | | | | | | | | | |
| 17 | NEWSWATCH 12 5 P NEW | WJFW - NBC 12 | | :30 | 10/23/18 10/29/18 | 4:59PM 5:30PM | | 1 | \$300.00 | 1 | \$300.00 | | | X | | | | | |
| | | | | | | Master | | | | | | | | | | | | | |

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Order

Order #: 45095

BB: Billboard; MI: Mirror; MG: Makegood; GE: Ghost Eligible; SW: Spots per week

| BB: Billboard; MI: Mirror; MG: Makegood; GE: Ghost Eligible; SM: Spots per week | | | | | | | | | | | | | | Pattern | | | | | | | | |
|---|------------------------|--|--------|---------------|----------|-------|---------|---------|--------------------------|----|-------|---------------|-------|------------|---|---|---|---|---|---|---|---|
| Line# | Ordered As | BB MI MG | Length | Flight | Start | - End | Time | Start | - End | GE | S / W | Cost per spot | Spots | Ext. Cost | B / P | M | T | W | T | F | S | S |
| Combo Title | | Station | | Flight Detail | | | | | Log | | | Comment | | | | | | | | | | |
| 18 | NEWSWATCH 12 6P NEW | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | :30 | 10/23/18 | 10/26/18 | | 5:59PM | 6:30PM | <input type="checkbox"/> | | 2 | \$300.00 | 2 | \$600.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | | | 1 | | | 1 | |
| | | WJFW - NBC 12 | | | | | | Master | | | | | | | | | | | | | | |
| 19 | NEWSWATCH 12 6P NEW | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | :30 | 10/29/18 | 10/29/18 | | 5:59PM | 6:30PM | <input type="checkbox"/> | | 1 | \$300.00 | 1 | \$300.00 | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | | | | | | | |
| | | WJFW - NBC 12 | | | | | | Master | | | | | | | | | | | | | | |
| 20 | WHEEL OF FORTUNE | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | :30 | 10/23/18 | 10/26/18 | | 6:30PM | 7:00PM | <input type="checkbox"/> | | 3 | \$500.00 | 3 | \$1,500.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | 1 | | | 1 | | 1 | |
| | | WJFW - NBC 12 | | | | | | Master | | | | | | | | | | | | | | |
| 21 | WHEEL OF FORTUNE | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | :30 | 10/29/18 | 10/29/18 | | 6:30PM | 7:00PM | <input type="checkbox"/> | | 1 | \$500.00 | 1 | \$500.00 | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | | | | | | | |
| | | WJFW - NBC 12 | | | | | | Master | | | | | | | | | | | | | | |
| 22 | NEWSWATCH 12 10P NEW | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | :30 | 10/23/18 | 10/26/18 | | 10:00PM | 10:34PM | <input type="checkbox"/> | | 2 | \$400.00 | 2 | \$800.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | 1 | | | 1 | | | |
| | | WJFW - NBC 12 | | | | | | Master | | | | | | | | | | | | | | |
| 23 | NEWSWATCH 12 10P NEW | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | :30 | 10/29/18 | 10/29/18 | | 10:00PM | 10:34PM | <input type="checkbox"/> | | 1 | \$400.00 | 1 | \$400.00 | <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | | | | | | | |
| | | WJFW - NBC 12 | | | | | | Master | | | | | | | | | | | | | | |
| 24 | Tonight Show 1035-1135 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | :30 | 10/23/18 | 10/26/18 | | 10:35PM | 11:34PM | <input type="checkbox"/> | | 2 | \$120.00 | 2 | \$240.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | | | 1 | | | 1 | |
| | | WJFW - NBC 12 | | | | | | Master | | | | | | | | | | | | | | |
| 25 | CHICAGO PD 9PM | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | :30 | 10/24/18 | 10/24/18 | | 9:00PM | 10:00PM | <input type="checkbox"/> | | 1 | \$600.00 | 1 | \$600.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | | | X | | | | |
| | | WJFW - NBC 12 | | | | | | Master | | | | | | | | | | | | | | |
| 26 | THE GOOD PLACE | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | :30 | 10/25/18 | 10/25/18 | | 7:30PM | 8:00PM | <input type="checkbox"/> | | 1 | \$600.00 | 1 | \$600.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | | | X | | | | |
| | | WJFW - NBC 12 | | | | | | Master | | | | | | | | | | | | | | |
| 27 | I FEEL BAD 2 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | :30 | 10/25/18 | 10/25/18 | | 8:30PM | 9:00PM | <input type="checkbox"/> | | 1 | \$600.00 | 1 | \$600.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | | | X | | | | |
| | | WJFW - NBC 12 | | | | | | Master | | | | | | | | | | | | | | |
| 28 | LAW AND ORDER SVU 9PM | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | :30 | 10/25/18 | 10/25/18 | | 9:00PM | 10:00PM | <input type="checkbox"/> | | 1 | \$600.00 | 1 | \$600.00 | <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | | | X | | | | |
| | | WJFW - NBC 12 | | | | | | Master | | | | | | | | | | | | | | |

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2 WEEK NOTIFICATION REQUIRED FOR ALL CANCELLATIONS

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Order

Order #: 45095

BB: Billboard; MI: Mirror; MG: Makegood; GE: Ghost Eligible; SW: Spots per week

Pattern

Line# Ordered As

Combo Title

Station

Flight Detail

Log

GE S / W

Cost per spot Comment

Spots

Ext. Cost

B / P

M

T

W

T

F

S

S

29 MIDNIGHT, TEXAS

WJFW - NBC 12

:30

10/26/18 10/26/18 8:00PM 9:00PM

1

\$400.00

1

\$400.00

30 SATURDAY TODAY 1.5 HR

WJFW - NBC 12

:30

10/27/18 10/27/18 6:00AM 7:30AM

2

\$120.00

2

\$240.00

31 NEWSWATCH 12 WEEKEND

WJFW - NBC 12

:30

10/27/18 10/27/18 10:00PM 10:29PM

1

\$300.00

1

\$300.00

32 SNL PRESENTS HALLOWEEN

WJFW - NBC 12

:30

10/27/18 10/27/18 10:29PM 11:36PM

1

\$300.00

1

\$300.00

33 SUNDAY TODAY SHOW 1HR

WJFW - NBC 12

:30

10/28/18 10/28/18 7:00AM 8:00AM

1

\$120.00

1

\$120.00

34 FOOTBALL NIGHT IN AMERICA 1:15

WJFW - NBC 12

:30

10/28/18 10/28/18 6:00PM 7:15PM

1

\$600.00

1

\$600.00

35 NEWS 35 MIN

WJFW - NBC 12

:30

10/28/18 10/28/18 10:30PM 11:05PM

1

\$400.00

1

\$400.00

Total Cost Monthly Breakouts

Month(s)

Amount

October (2018)

\$10,860.00

November (2018)

\$2,220.00

Total:

\$13,080.00

Spots

Cost

Gross Cost:

\$13,080.00

Pre-Empted: 0

Credited: 0

\$0.00

- Agency Commission:

\$1,962.00

Billboards: 0

Total: 60

Net Cost:

\$11,118.00

In accordance with Paragraphs 49 and 50 of United States Federal Communications Commission Report and Order No. FCC 07-217, WJFW/ATV will not discriminate in any contract for advertising on the basis of race or ethnicity, and all such contracts will be evaluated, accepted, negotiated and completed without regard to race or ethnicity.

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2 WEEK NOTIFICATION REQUIRED FOR ALL CANCELLATIONS

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