

Buy Detail Report

Revision #: Date: 3/22/2019

Client: AL Media **Estimate:** 1056 **Vendor:** WEAU-TV
Media: TV **Description:** Judge Neubauer for Justice BTV EST 1056 1907 S. Hastings Way, PO Box 47
Product: Judge Neubauer for Justice **Flight Start Date:** 3/25/2019 03:00 AM
Market: La Crosse **Flight End Date:** 4/7/2019 02:59 AM Eau Claire, WI 54701/54702
Survey: Nov18 DMA Nielsen Live+SD
Separation between spots: 30 **Buyer:** Marge Pistulka

Phone: 715-835-1313

Fax: 715-832-0246

Affiliation: NBC

Estimate Comments: Spots to air March 25 through noon April 2, 2019

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 3/25	4/1	Total Spots
WEAU-TV								
38	MTuWThF 5:00a- 5:30a	EM	\$30.00	\$25.50	30	4	1	5
	WEAU HELLO WISCONSIN 5A							
39	MTuWThF 5:30a- 6:00a	EM	\$50.00	\$42.50	30	3	0	3
	WEAUHELLO WISCONSIN 530A							
40	MTuWThF 6:00a- 7:00a	EM	\$85.00	\$72.25	30	4	1	5
	WEAU HELLO WISCONSIN 6A							
41	MTuWThF 7:00a- 9:00a	EM	\$100.00	\$85.00	30	2	1	3
	TODAY SHW							
42	Sa 7:00a- 9:00a	EM	\$75.00	\$63.75	30	1	0	1
	SATURDAY TODAY							
43	Su 7:00a- 8:00a	EM	\$70.00	\$59.50	30	1	0	1
	SUN TODAY-NBC							
44	Su 8:00a- 9:00a	EM	\$40.00	\$34.00	30	1	0	1
	MEET PRESS-SUN							
45	MTuWThF 9:00a-10:00a	DT	\$35.00	\$29.75	30	4	1	5
	TODAY THIRD HOUR							
46	MTuWThF 10:00a-11:00a	DT	\$20.00	\$17.00	30	4	1	5
	TODAY SHW3-NBC							
47	MTuWThF 11:00a-12:00p	DT	\$20.00	\$17.00	30	2	2	4
	WHO WANTS TO BE A MILLIONAIRE							
48	MTuWThF 12:00p-12:30p	DT	\$60.00	\$51.00	30	4	1	5
	WEAU13 NWS-NN							
49	MTuWThF 12:30p- 1:30p	DT	\$75.00	\$63.75	30	3	0	3
	DAYS-OUR LIVES							
50	MTuWThF 1:30p- 2:00p	DT	\$35.00	\$29.75	30	4	1	5
	JEOPARDY! TOO							

Buy Detail Report

Summary by Station/System

Date: 3/22/2019

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Estimate Comments: Spots to air March 25 through noon April 2, 2019

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WEAU-TV	101	\$9,975.00	100%	\$8,478.75	100%
Market Total:	101	\$9,975.00		\$8,478.75	

Buy Detail Report

Summary by Station/Month

Date: 3/22/2019

Client: AL Media
Media: TV
Product: Judge Neubauer for Justice
Market: La Crosse
Separation between spots: 30

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Estimate Comments: Spots to air March 25 through noon April 2, 2019

Station	Month	Total Spots	STN Gross	PCT	STN Net	PCT
WEAU-TV						
	MAR 19	83	\$8,425.00	84%	\$7,161.25	84%
	APR 19	18	\$1,550.00	16%	\$1,317.50	16%
Market Total:						
	MAR 19	83	\$8,425.00	84%	\$7,161.25	84%
	APR 19	18	\$1,550.00	16%	\$1,317.50	16%
		101	\$9,975.00		\$8,478.75	

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Summary by Station/Week

Date: 3/22/2019

Client: AL Media
Media: TV
Product: Judge Neubauer for Justice
Market: La Crosse
Separation between spots: 30

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Survey: Nov18 DMA Nielsen Live+SD
Buyer: Marge Pistulka

Estimate Comments: Spots to air March 25 through noon April 2, 2019

Station	3/25	4/1	Total
WEAU-TV			
SPOTS	83	18	101
STN Gross	\$8,425.00	\$1,550.00	\$9,975.00
Total			
SPOTS	83	18	101
STN Gross	\$8,425.00	\$1,550.00	\$9,975.00

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Summary by Market

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Market	Total Spots	STN Gross	PCT	STN Net	PCT
La Crosse	101	\$9,975.00	100%	\$8,478.75	100%
Estimate Total:	101	\$9,975.00		\$8,478.75	