

Rep Order# 10448905 Ver# 1 Status New Traffic Order# Printed: 10/21/14 12:50 PM Duplicate 1 of 2
 EC'd Yes Last Received: 10/21/14 9:28 AM
 Showing Buylines: All Rep Changes or Last Station Changes

Station WMSN-TV MADISON
 Advertiser (NW80) POLITICAL
 Product BRAD SCHIMMEL WI AG
 Estimate# 4211
 Buyer BRANT FINK
 Agency (SMPL) STRATEGIC MEDIA PLACEMENT
 7669 STAGERS LOOP
 DELAWARE, OH 43015
 Agency C/P1/P2/E /4211
 Flight Dates 10/22/14-11/04/14
 Rep Firm MILLENNIUM SALES & MARKETING
 Sales Office (DC) WASHINGTON
 Salesperson (BPH) BRAD PHILIPPS
 Sales Assistant
 Salesperson Phone# 202-955-5342
 Salesperson Fax# 202-955-5348

--- CONTRACT COMMENT ---

BRAD SCHIMMEL FOR WISCONSIN ATTORNEY GENERAL

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW BRAD SCHIMMEL ORDER - PLEASE CNFM, THANKS

Ln	RTG/IMP	Dates	Time	Program	Len	Rate	Spots/ Week	Day	Num of Weeks	Total Spots	Total Cost
1	-	10/27-10/27	9P-935P	NEWS	30	\$500.00	1	M	1	1	\$500.00
2	-	10/31-10/31	9P-935P	NEWS	30	\$500.00	1	F	1	1	\$500.00
3	-	11/03-11/03	9P-935P	NEWS	30	\$500.00	1	M	1	1	\$500.00

---REPORT TOTALS---

Report Totals: 3 / \$1,500.00

---SALES MONTHLY TOTALS---

Nov2014: 3/ \$1,500.00

Order Totals: 3 / \$1,500.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$22,970.90	CABL .00%	UNKN .00%	WBWV .00%	WISC 33.82%	WKOW 23.95%
		WMSN 6.53%	WMTV 35.70%			

Books

[null]

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Demos RA35+P

--- CREDIT RISK ---
 STANDARD CREDIT TERMS



WISN Madison
7847 Big Sky Dr
Madison, WI 53719

Contract # 1957160

Schedule Dates

10/27/14-11/03/14

Advertiser

Brad Schimel for WI Attorney General-R (94162)

Agency

Strategic Media Placement (6694)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

BRAD SCHIMEL WI AG / 4211 (670060)

Salesperson

Millennium/DC, Washington DC

Sales Office

Millennium Washington DC

Buyer Name

FINN, BRANT

Phone/Fax

/

CPE

4211

Account Types

National/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

BRAD SCHIMEL WI AG
BRAD SCHIMEL FOR WISCONSIN ATTORNEY GENERAL
BRAD PHILLIPS

Date Entered 10/21/14
Last Modified 10/21/14
Entered By Ashley Wong
CO-OP No
Headline # ECR10448905
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$225.00
Net Total \$1,275.00
Sales Tax

Madison (WMSN)

By Broadcast Month

Nov. 2014 3 \$1,500.00

Grand Total: 3 \$1,500.00

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
1.0	Normal Line / News (1)	10/27/14-10/27/14	2	:30	9p- News-FOX 47 News At 9	1	1							1	\$500.00	\$500.00	Madison (WMSN)	NEWS	10/21/14
2.0	Normal Line / News (2)	10/31/14-10/31/14	2	:30	9p- News-FOX 47 News At 9						1			1	\$500.00	\$500.00	Madison (WMSN)	NEWS	10/21/14
3.0	Normal Line / News (3)	11/03/14-11/03/14	2	:30	9p- News-FOX 47 News At 9		1							1	\$500.00	\$500.00	Madison (WMSN)	NEWS	10/21/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

STRATEGIC MEDIA PLACEMENT, INC.
7669 STAGERS LOOP
DELAWARE, OH 43015-7010

HUNTINGTON NATIONAL BANK

24734

25-2/440

10/21/2014

PAY TO THE ORDER OF WMSN-TV \$ **1,275.00

One Thousand Two Hundred Seventy-Five and 00/100*****

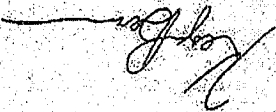
DOLLARS

WMSN-TV

MEMO

Brad Schimel TV 10/22-11/4

AUTHORIZED SIGNATURE



⑈024734⑈ ⑆054000024⑆ 01892394091⑈

STRATEGIC MEDIA PLACEMENT, INC.

WMSN-TV

Brad Schimel TV 10/22-11/4

10/21/2014

1,275.00

24734

Checking - Media Buy Brad Schimel TV 10/22-11/4

1,275.00