



2506460

Contract # 25176533	Changes as of: 5/20/2016 at 9:49 AM	Version: Current State Version 1	Total \$: \$1,680.00 ✓
CPE: 49/53/4795	Flight: 11/1/16 - 11/7/16	Station: WWTW	Total Spots: 11
Agency: Great American Media GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007	Advertiser: DSCC IE Product: issue	Market: Milwaukee-Racine Office: PHILADELPHIA	Total CPP: \$0.00
Agency Order #: 5062638		Primary Demo:	Total GRP:
Buyer: Miller, MacKenzie		Con Type: POLITICAL/VOTE	Separation:
Salesperson: FRAN BROWN 215-563-5400		Assistant: FRAN BROWN 215-563-5400	

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	Len	11/1	11/1 - 11/1	Total Spots	Total \$	CPP	GRP
1	Tu-F,M 1p-2p		Steve Wilkos	\$150.00	30	2	→ TIME PERIOD CHANGE 9-9:30a	2	\$300.00	\$0.00	0.0
2	Tu-F,M 2p-3p		Maury Povich	\$175.00	30	2		2	\$350.00	\$0.00	0.0
3	Su 10:30a-11a		Wisconsin Waters & Woods	\$80.00	30	1		1	\$80.00	\$0.00	0.0
4	Tu-F,M 3p-4p		Bill Cunningham	\$125.00	30	2		2	\$250.00	\$0.00	0.0
5	Tu-F,M 4p-4:30p		Hot Bench (Created/Produced: Judge Judy)	\$175.00	30	2		2	\$350.00	\$0.00	0.0
6	Tu-F,M 4:30p-5p		Hot Bench (Created/Produced: Judge Judy)	\$175.00	30	2		2	\$350.00	\$0.00	0.0
TOTALS: 11								11	\$1,680.00	\$0.00	0.0



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GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007	Product: Issue	Office: PHILADELPHIA
		Total \$: \$1,680.00
		Total Spots: 11
		Total CPP: \$0.00

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Buyer: Miller, MacKenzie	Con Type: POLITICAL/VOTE	
Salesperson: FRAN BROWN	Assistant: FRAN BROWN	Separation:
215-563-5400	215-563-5400	

Hit Listed Programs	
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Order Level Comments		
Date/Time	Added by	Comment
05/20/16 9:49 AM	FRAN BROWN	Separation: 30

Competitive Information	
Market Budget:	\$84,000
WWTW Share:	2%
Comment:	
WBME:	1%
WCGV:	1%
WDJT:	17%
WISN:	26%
WITI:	29%
WTMJ:	24%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	11	\$1,680.00	N/A	0.0
Total	100%	11	\$1,680.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Nov	11	\$1,680.00
Total	11	\$1,680.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	5/20/16 10:14 AM					\$0	\$0	
New	5/20/16 9:49 AM	FRAN BROWN	New	11		\$1,680.00	\$1,680.00	

Non-Discrimination Policy	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 MEDIA GROUP (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.
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WTV Milwaukee
11520 W Calumet Rd
Milwaukee, WI 53224

Great American Media
3050 K St NW
Ste 100
Washington, DC 20007

Contract # 2506460

Schedule Dates 11/01/16-11/06/16
Advertiser DSCC-Independent Expenditure (73962)
Agency Great American Media (2231)
Product POLITICAL ISSUE (ns) (1187)
Brand 49/53/4795 (833875)
Salesperson Millennium/PHL, Philadelphia (1103)
Sales Office Millennium Philadelphia
Buyer Name MacKenz,Miller,
Phone/Fax /
CPE 49/53/4795
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments FRAN BROWN

Date Entered 05/24/16
Last Modified 05/24/16
Entered By Carrie Sill
CO-OP No
Headline # ECR25176533
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$252.00
Net Total \$1,428.00
Sales Tax

Milwaukee (WTV)

By Broadcast Month	Spots	Rate
Nov. 2016	11	\$1,680.00
Grand Total:	11	\$1,680.00

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 / SPOT (1)	11/01/16-11/04/16	1	:30	1P- Steve Wilkos Show	2		X	X	X	X			2	\$150.00	\$300.00	Milwaukee (WTV)	Steve Wilkos	5/24/16
2.0	Normal Line / SPOT (2)	11/01/16-11/04/16	1	:30	2P- Maury	2		X	X	X	X			2	\$175.00	\$350.00	Milwaukee (WTV)	Maury Povich	5/24/16
3.0	Normal Line / SPOT (4)	11/01/16-11/04/16	1	:30	2:58P- CW-The Bill Cunningham Show	2		X	X	X	X			2	\$125.00	\$250.00	Milwaukee (WTV)	Bill Cunningham	5/24/16
4.0	Normal Line / SPOT (5)	11/01/16-11/04/16	1	:30	4P- Hot Bench	2		X	X	X	X			2	\$175.00	\$350.00	Milwaukee (WTV)	Hot Bench (Created/Produced:Judge Judy)	5/24/16
5.0	Normal Line / SPOT (6)	11/01/16-11/04/16	1	:30	4:30P- Hot Bench 2	2		X	X	X	X			2	\$175.00	\$350.00	Milwaukee (WTV)	Hot Bench (Created/Produced:Judge Judy)	5/24/16
6.0	Normal Line / SPOT (3)	11/06/16-11/06/16	1	:30	9A- Paid-Wis Waters & Woods	1							X	1	\$80.00	\$80.00	Milwaukee (WTV)	Wisconsin Waters & Woods	5/24/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.