



2506460

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

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
<b>TOTALS:</b>							<b>11</b>	<b>11</b>	<b>\$1,680.00</b>	<b>\$0.00</b>	<b>0.0</b>



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

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

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

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

Monthly Summary		
Month	Spots	Dollars
2016-Nov	11	\$1,680.00
<b>Total</b>	<b>11</b>	<b>\$1,680.00</b>

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.



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
<b>Grand Total:</b>	<b>11</b>	<b>\$1,680.00</b>

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:
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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.