

# ORDER



**Orders**  
**Order / Rev:** 383971  
**Alt Order #:** 09811603  
**Product Desc:** Anti-Kelly/WI State Supreme Court Race  
**Estimate:** 7357  
**Flight Dates:** 04/04/20 - 04/07/20  
**Original Date / Rev:** 04/03/20 / 04/08/20  
**Order Type:** GENERAL

**WDJT-TV-LP CBS58**

**Primary AE:** Jay Smith  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency Name:** New Media Firm  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Issue/Better WI Together PF  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-2  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/30/20	04/07/20	17	\$11,650.00	\$9,902.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2020	17	\$11,650.00	\$9,902.50	0.00
<b>Totals</b>	<b>17</b>	<b>\$11,650.00</b>	<b>\$9,902.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jay Smith			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WDJT-TV-LP CBS58	22%	\$11,650.00
Market	100%	\$52,954.55

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	4%	\$2,118.18
WCGV	0%	\$0.00
WISN	26%	\$13,768.18
WITI	21%	\$11,120.45
WMLW-	7%	\$3,706.82
WPXE	0%	\$0.00
WTMJ	17%	\$9,002.27
WVTV	3%	\$1,588.64
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDJT	04/06/20	04/06/20	CBS This Morning M-F 7a-9a	CM	7a-9a	1-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/06/20	04/12/20	1-----		1				\$250.00		0.00			
N 2	WDJT	04/07/20	04/07/20		CM	7a-9a	-1-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00

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WDJT-TV-LP CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS This Morning M-F 7-9a															
CBS This Morning M-F 7a-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	-1-----					1	\$250.00		0.00			
N 3	WDJT	04/05/20	04/05/20	Face the Nation	CM	930a-1030a	-----1	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
Face the Nation															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/30/20	04/05/20	-----1					1	\$200.00		0.00			
N 4	WDJT	04/07/20	04/07/20	Let's Make a Deal 9a-10a	CM	858a-10a	-1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
Let's Make a Deal 9a-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	-1-----					1	\$400.00		0.00			
N 5	WDJT	04/06/20	04/06/20	Price Is Right 10a-11a	CM	10a - 11a	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
Price is Right 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	1-----					1	\$400.00		0.00			
N 6	WDJT	04/07/20	04/07/20	Price Is Right 10a-11a	CM	10a - 11a	-1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
Price is Right 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	-1-----					1	\$400.00		0.00			
N 7	WDJT	04/06/20	04/06/20	Y&R 11a-12p	CM	11a - 12p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
The Young & the Restless 11a-															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	1-----					1	\$600.00		0.00			
N 8	WDJT	04/06/20	04/06/20	News at Noon	CM	12p-1230p	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
News at Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	1-----					1	\$300.00		0.00			
N 9	WDJT	04/06/20	04/06/20	CBS Block 1230p-2p	CM	1-2p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
The Talk (1:00 PM-2:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	1-----					1	\$200.00		0.00			
N 10	WDJT	04/06/20	04/06/20	2p-3p	CM	2p-3p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
Inside Edition/Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	1-----					1	\$200.00		0.00			
N 11	WDJT	04/06/20	04/06/20	3p-4p	CM	3p-4p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
Dr Phil															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	1-----					1	\$200.00		0.00			
N 12	WDJT	04/06/20	04/06/20	M-F 4p-5p News	CM	4p-5p	1-----	:30	1	\$300.00	P-2	0.00	NM	0	\$0.00
M-F 4p-5p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	1-----					1	\$300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	04/06/20-04/12/20	M-F 4p-5p News			4p-5p	M-----	:30		<del>(\$300.00)</del>		0.00	NM		
Credited															
N 13	WDJT	04/05/20	04/05/20	Sun 530pm News	CM	530p-6p	-----1	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
Sun 530pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/30/20	04/05/20	-----1					1	\$250.00		0.00			
N 14	WDJT	04/06/20	04/06/20	Jeopardy 6p-630p	CM	6pm-630pm	1-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
Jeopardy / M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/06/20	04/12/20	1-----					1	\$1,400.00		0.00			
N 15	WDJT	04/04/20	04/04/20	Sat 6p-7p Jep/Wheel	CM	6pm-7pm	-----1-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
Sat 6p-7p Jep/Wheel															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/30/20	04/05/20	-----1-					1	\$400.00		0.00			

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**WDJT-TV-LP CBS58**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	WDJT	04/05/20	04/05/20	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/20	04/05/20	-----1					1	\$5,000.00		0.00			
N 17	WDJT	04/06/20	04/06/20	M-F Late News M-F Late News	CM	10p-1035p	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/06/20	04/12/20	1-----					1	\$600.00		0.00			
N 18	WDJT	04/04/20	04/04/20	Sat Late News Sat Late News	CM	10pm-11pm	-----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/30/20	04/05/20	-----1-					1	\$600.00		0.00			
													Totals	17	\$11,650.00

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, The New Media Firm, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

**Station time requested by:** A Better Wisconsin Together Political Fund

Agency name: The New Media Firm

Address: 1730 Rhode Island Ave NW #213, Washington, DC 20036

Contact:	Phone number:	Email:
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**Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):**

Name: A Better Wisconsin Together Political Fund

Address: 6516 Monona Drive #244, Monona, WI 53716

Contact:	Phone number:	Email:
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Station is authorized to announce the time as paid for by such person or entity.

**List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):**

Treasurer: Jacqueline Boynton

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

**If ad refers to a federal candidate(s) or federal election, list ALL of the following:**  N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

**Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:**  N/A

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

<b>Advertiser/Sponsor</b>	<b>Station Representative</b>
Signature: <i>Matt Burgess</i>	Signature:
Name: Matt Burgess	Name:
Date of Request to Purchase Ad Time: 3/25/20	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: \_\_\_\_\_

**Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).**

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted
- Accepted IN PART (e.g., ad not received to determine content)\*
- Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:	Station Call Letters:	Date Received/Requested:
Est. #:	Station Location:	Run Start and End Dates:

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.