

## ORDER



**Orders**  
**Order / Rev:** 233995  
**Alt Order #:** 07437136  
**Product Desc:** BURKE 4 GOVERNOR :15  
**Estimate:**  
**Flight Dates:** 10/11/14 - 10/17/14  
**Original Date / Rev:** 10/10/14 / 10/10/14  
**Order Type:** GENERAL

## WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** GMMB Greer Margolis Mitchell  
**Buying Contact:** Jesse Demastrie  
**Billing Contact:**  
 3050 K Street NW  
 Washington, DC 20007

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

**Advertiser**  
**Name:** Poli/M Burke/D/Gov/WI  
**Demographic:** A35+  
**Product Codes:** PL Candidate  
**Priority:** P-2  
**Revenue Codes:** AGY, POL, CAND

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

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/17/14	49	\$4,175.00	\$3,548.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	49	\$4,175.00	\$3,548.75	0.00
<b>Totals</b>	<b>49</b>	<b>\$4,175.00</b>	<b>\$3,548.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WDJT-TV-LP	18%	\$4,175.00
Market	100%	\$23,194.44

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$231.94
WCGV	1%	\$231.94
WISN	20%	\$4,638.89
WITI	31%	\$7,190.28
WMLW-	3%	\$695.83
WPXE	0%	\$0.00
WTMJ	24%	\$5,566.67
WVTV	2%	\$463.89
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/12/14	10/16/14	Morn News Sun-TH 430x-5x Mrng News Sun-Th 430x-5x	CM	430x-5x	MTWT--S	:15	5	\$20.00	P-3	0.00	NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/14	10/18/14	MTWT--S		5		\$20.00		0.00					
E 2	WDJT	10/13/14	10/17/14	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	MTWTF--	:15	5	\$45.00	P-2	0.00	NM	5	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/13/14	10/19/14	MTWTF--		5		\$45.00		0.00					

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Advertiser: Poli/M Burke/D/Gov/WI  
 Product Desc: BURKE 4 GOVERNOR :15  
 Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/13/14	10/17/14	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	MTWTF--	:15	5	\$80.00	P-2	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	MTWTF--		5			\$80.00			0.00			
E 4	WDJT	10/13/14	10/17/14	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	MTWTF--	:15	5	\$50.00	P-2	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	MTWTF--		5			\$50.00			0.00			
E 5	WDJT	10/11/14	10/11/14	CBS Sat Morn Nws 6a-9a CBS This Morning: Sat 6a-9a (6:00 AM-8:00 AM)	CM	6a-9a	-----2-	:15	2	\$35.00	P-2	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----2-		2			\$35.00			0.00			
E 6	WDJT	10/12/14	10/12/14	Eye to Eye Eye to Eye 7a	CM	7a-730a	-----2	:15	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----2		2			\$50.00			0.00			
E 7	WDJT	10/12/14	10/12/14	Sun 10-1030a Green Bay Nation	SPRT	10a-1030a	-----1	:15	1	\$65.00	P-3	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----1		1			\$65.00			0.00			
E 8	WDJT	10/12/14	10/12/14	Sun 1030a-11a Subway Game Day	SPRT	1030a-11a	-----1	:15	1	\$65.00	P-3	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----1		1			\$65.00			0.00			
E 9	WDJT	10/13/14	10/17/14	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	MTWTF--	:15	5	\$130.00	P-2	0.00	NM	5	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	MTWTF--		5			\$130.00			0.00			
E 10	WDJT	10/13/14	10/17/14	News at Noon News at Noon	CM	12p-1230p	MTWTF--	:15	5	\$195.00	P-1	0.00	NM	5	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	MTWTF--		5			\$195.00			0.00			
E 11	WDJT	10/13/14	10/17/14	2p-3p Rachael Ray	CM	2p-3p	MTWTF--	:15	4	\$50.00	P-3	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	MTWTF--		4			\$50.00			0.00			
E 12	WDJT	10/13/14	10/17/14	3p-4p Queen Latifah	CM	3p-4p	MTWTF--	:15	4	\$50.00	P-3	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	MTWTF--		4			\$50.00			0.00			
E 13	WDJT	10/13/14	10/17/14	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	MTWTF--	:15	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	MTWTF--		5			\$175.00			0.00			
													Totals	49	\$4,175.00