

# ORDER



**Orders**  
**Order / Rev:** 328365  
**Alt Order #:**  
**Product Desc:** LACROSSE FOR GREATER WI  
**Estimate:** 176  
**Flight Dates:** 03/28/16 - 04/04/16  
**Original Date / Rev:** 03/23/16 / 03/31/16  
**Order Type:** NORMAL

**WEAU**  
**Primary AE:** Jami Clish  
**Sales Office:** EAUN  
**Sales Region:** National

**Agency Name:** Canal Partners Media  
**Buying Contact:**  
**Billing Contact:**  
 25 Whitlock Place SW  
 Marietta, GA 30064

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

**Advertiser Name:** Greater Wisconsin  
**Demographic:** HH  
**Product Codes:** Issue - National - Other  
**Priority:** P-01  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 34148  
**Agency External ID:** 8754

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/16	04/04/16	92	\$34,850.00	\$29,622.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2016	92	\$34,850.00	\$29,622.50	0.00
<b>Totals</b>	<b>92</b>	<b>\$34,850.00</b>	<b>\$29,622.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jami Clish			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEAU	03/28/16	04/04/16	Hello Wisconsin @ 530a Hello Wisconsin @ 530a	CM	530a-6a	1111--	:30	5	\$250.00	P-01	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	1111--		5				\$250.00		0.00			
		Week: 04/04/16	04/10/16	1-----		1				\$250.00		0.00			
N 2	WEAU	03/28/16	04/04/16	Hello Wisconsin @ 6a Hello Wisconsin @ 6a	CM	6a-7a	1111--	:30	5	\$400.00	P-01	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	1111--		5				\$400.00		0.00			
		Week: 04/04/16	04/10/16	1-----		1				\$400.00		0.00			
N 3	WEAU	03/28/16	04/04/16	Today Show Today Show	CM	7a-9a	2222--	:30	10	\$600.00	P-01	0.00	NM	12	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	2222--		10				\$600.00		0.00			
		Week: 04/04/16	04/10/16	2-----		2				\$600.00		0.00			
N 4	WEAU	03/28/16	04/04/16	Today Show II Today Show II	CM	9a-10a	2222--	:30	10	\$100.00	P-01	0.00	NM	12	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	2222--		10				\$100.00		0.00			
		Week: 04/04/16	04/10/16	2-----		2				\$100.00		0.00			
N 5	WEAU	03/28/16	04/04/16	WEAU 13 News @ Noon WEAU 13 News @ Noon	CM	1158a-1230p	2222--	:30	10	\$300.00	P-01	0.00	NM	12	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	2222--		10				\$300.00		0.00			
		Week: 04/04/16	04/10/16	2-----		2				\$300.00		0.00			

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Advertiser: Greater Wisconsin  
 Product Desc: LACROSSE FOR GREATER WI  
 Estimate: 176  
**WEAU**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WEAU	03/28/16	04/04/16	M-F 130p-2p M-F 130p-2p	CM	130p-2p	11111--	:30	5	\$225.00	P-01	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	11111--					5	\$225.00		0.00			
		Week: 04/04/16	04/10/16	1-----					1	\$225.00		0.00			
N 7	WEAU	03/28/16	04/04/16	Jeopardy M-F Jeopardy M-F	CM	4p-430p	11111--	:30	5	\$200.00	P-01	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	11111--					5	\$200.00		0.00			
		Week: 04/04/16	04/10/16	1-----					1	\$200.00		0.00			
N 8	WEAU	03/28/16	04/04/16	M-F 430p-5p M-F 430p-5p	CM	430p-5p	11111--	:30	5	\$200.00	P-01	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	11111--					5	\$200.00		0.00			
		Week: 04/04/16	04/10/16	1-----					1	\$200.00		0.00			
N 9	WEAU	03/28/16	04/04/16	WEAU 13 News @ 5p WEAU 13 News @ 5p	CM	5p-530p	11111--	:30	5	\$400.00	P-01	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	11111--					5	\$400.00		0.00			
		Week: 04/04/16	04/10/16	1-----					1	\$400.00		0.00			
N 10	WEAU	03/28/16	04/04/16	WEAU 13 News @ 6p WEAU 13 News @ 6p	CM	6p-630	11111--	:30	5	\$600.00	P-01	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	11111--					5	\$600.00		0.00			
		Week: 04/04/16	04/10/16	1-----					1	\$600.00		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>		
6	WEAU	04/04/16-04/10/16	WEAU 13 News @ 6p			6p-630	M-----	:30		<del>(\$600.00)</del>		0.00	NM		
			See MG 10.7												
			[Preempt]												
7	WEAU	03/31/16-03/31/16	WEAU 13 News @ 5p			5p-530p	---Th----	:30		\$600.00		0.00	NM		
			MG for 10.6 04/04												
			[makegood]												
N 11	WEAU	03/28/16	04/04/16	Wheel of Fortune M-F Wheel of Fortune M-F	CM	630p-7p	11111--	:30	5	\$600.00	P-01	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	11111--					5	\$600.00		0.00			
		Week: 04/04/16	04/10/16	1-----					1	\$600.00		0.00			
N 12	WEAU	03/28/16	04/04/16	WEAU 13 News @ 10p M-F WEAU 13 News @ 10p M-F	CM	10p-1035p	11111--	:30	5	\$800.00	P-01	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	11111--					5	\$800.00		0.00			
		Week: 04/04/16	04/10/16	1-----					1	\$800.00		0.00			
N 13	WEAU	03/28/16	04/04/16	Wheel of Fortune Sa Wheel of Fortune Sa	CM	630p-7p	-----1-	:30	1	\$500.00	P-01	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	-----1-					1	\$500.00		0.00			
		Week: 04/04/16	04/10/16	-----					0	\$500.00		0.00			
N 14	WEAU	03/28/16	04/04/16	Su Today Su Today	CM	7a-8a	-----1	:30	1	\$300.00	P-01	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	-----1					1	\$300.00		0.00			
		Week: 04/04/16	04/10/16	-----					0	\$300.00		0.00			

Totals 92 \$34,850.00