

ORDER



Orders
Order / Rev: 350090
Alt Order #: 09301724
Product Desc: JULIE HENSZEY 4 SEN
Estimate:
Flight Dates: 11/01/18 - 11/06/18
Original Date / Rev: 10/31/18 / 11/02/18
Order Type: GENERAL

WDJT-TV-LP CBS58

Primary AE: Mick Nesci
Sales Office: HPHIL
Sales Region: NAT

Agency Name: Left Hook Communications
Buying Contact:
Billing Contact:
 2601 Ocean Park Blvd Ste 324
 Santa Monica, CA 90291

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

Advertiser Name: Poli/J Henszey/D/SSN/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
10/29/18	11/06/18	13	\$6,100.00	\$5,185.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2018	13	\$6,100.00	\$5,185.00	0.00
Totals	13	\$6,100.00	\$5,185.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mick Nesci			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDJT-TV-LP CBS58	20%	\$6,100.00
Market	100%	\$30,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	30%	\$9,150.00
WITI	30%	\$9,150.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	20%	\$6,100.00
WVTV	0%	\$0.00
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	11/01/18	11/02/18	M-F 5pm News M-F 5pm News	CM	5p-530p	---TF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/18	11/04/18	---TF--		2		\$300.00		0.00					
E 2	WDJT	11/05/18	11/05/18	M-F 5pm News M-F 5pm News	CM	5p-530p	1-----	:30	1	\$300.00	P-2	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: 11/05/18	11/11/18	1-----		1		\$300.00		0.00					

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 Product Desc: JULIE HENSZEY 4 SEN
 Estimate:

WDJT-TV-LP CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	11/02/18	11/02/18	CBS This Morning M-F 7M CBS This Morning M-F 7a-9a	CM	7a-9a	----1--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	----1--		1				\$150.00		0.00			
E 4	WDJT	11/06/18	11/06/18	CBS This Morning M-F 7M CBS This Morning M-F 7a-9a	CM	7a-9a	-1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/18	11/11/18	-1-----		1				\$150.00		0.00			
E 5	WDJT	11/05/18	11/05/18	LF 1035p-1137p Late Show w/Stephen Colbert	CM	1035p-1137p	1-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/18	11/11/18	1-----		1				\$800.00		0.00			
E 6	WDJT	11/05/18	11/05/18	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$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: 11/05/18	11/11/18	1-----		1				\$1,600.00		0.00			
N 7	WDJT	11/04/18	11/04/18	Face the Nation Face the Nation	CM	930a-1030a	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----S		1				\$400.00		0.00			
N 8	WDJT	11/05/18	11/06/18	CBS This Morning M-F 7M CBS This Morning M-F 7a-9a	CM	7a-9a	MT-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/18	11/11/18	MT-----		2				\$150.00		0.00			
N 9	WDJT	11/05/18	11/06/18	Morning News M-F 6a - 7M M-F 6a - 7a	CM	6a-7a	MT-----	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/18	11/11/18	MT-----		2				\$100.00		0.00			
N 10	WDJT	11/05/18	11/05/18	M-F Late News M-F Late News	CM	10p-1035p	1-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$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: 11/05/18	11/11/18	1-----		1				\$1,600.00		0.00			
													Totals	13	\$6,100.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: Milwaukee, WI	Date: 10/25/2018
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I, Sarah Buffone/Left Hook Communications,
 being/on behalf of: Julie Henszey,
 a legally qualified candidate of the Democrat
 political party for the office of: WI State Senate 5th District
 in the General
 election to be held on: 11/6/2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Julie for Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

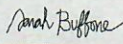
Alex Joers, alex@julieforwi.com

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

To Be Signed By Candidate or Authorized Committee

10/25/2018

 Digitally signed by Sarah Buffone
Date: 2018.10.25 01:13:44 -04'00'

Date

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Julie Henszey

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does

does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Sarah Buffone

Digitally signed by Sarah Buffone
Date: 2018.10.25 01:16:04 -04'00'

signature of candidate or authorized committee

Sarah Buffone

printed name

10/25/2018

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.