

ORDER

**WEAU**

Orders
Order / Rev: 441261
Alt Order #: WOC10493965
Product Desc: Candidate
Estimate: 4558
Flight Dates: 10/29/16 - 11/08/16
Original Date / Rev: 10/28/16 / 10/28/16
Order Type: NORMAL

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

Agency
Name: 76 Words
Buying Contact:
Billing Contact:
 1322 G St SE
 Washington, DC 20005

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

Advertiser
Name: Assembly Democratic Campaign Com
Demographic: A35+
Product Codes: Candidate - State - House
Priority: P-02
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID: 136618
Agency External ID: 52379
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	6	\$1,050.00	\$892.50
10/31/16	11/08/16	121	\$21,460.00	\$18,241.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	6	\$1,050.00	\$892.50	0.00
November 2016	121	\$21,460.00	\$18,241.00	0.00
Totals	127	\$22,510.00	\$19,133.50	0.00

Account Executives

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

Order Share

	Share	Total
WEAU	46%	\$22,510.00
Market	100%	\$48,934.78

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EXOW	0%	\$0.00
KQEG	0%	\$0.00
UNKWN	0%	\$0.00
WEUX	0%	\$0.00
WHLA	0%	\$0.00
WHWC	0%	\$0.00
WKBT	20%	\$9,786.96
WLAX	5%	\$2,446.74
WQOW	0%	\$0.00
WXOW	29%	\$14,191.09

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WEAU	10/29/16	11/08/16	Hello Wisconsin @ 5a	CM	5:00 AM-5:30 AM	11111--	:30	5	\$50.00	P-02	0.00	NM	7	\$350.00
Hello Wisconsin @ 5a															
(Program: HELLO WISC 5A)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/16	11/04/16	11111--		5				\$50.00		0.00			
	Week:	11/05/16	11/11/16	11-----		2				\$50.00		0.00			

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 Flight Dates: 10/29/16 - 11/08/16

Advertiser: Assembly Democratic Campaign Commi
 Product Desc: Candidate
 Estimate: 4558

WEAU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WEAU	10/29/16	11/08/16	Hello Wisconsin @ 530a Hello Wisconsin @ 530a (Program: HELLO WIS 530A)Jul-2016LP	CM	5:30 AM-6:00 AM	11111--	:30	5	\$75.00	P-02	0.00	NM	7	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/16	11/04/16	11111--		5				\$75.00		0.00			
		Week: 11/05/16	11/11/16	11-----		2				\$75.00		0.00			
E 3	WEAU	10/29/16	11/08/16	Hello Wisconsin @ 6a Hello Wisconsin @ 6a (Program: HELLO WISC 6A)Jul-2016LP	CM	6:00 AM-7:00 AM	11111--	:30	5	\$225.00	P-02	0.00	NM	7	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/16	11/04/16	11111--		5				\$225.00		0.00			
		Week: 11/05/16	11/11/16	11-----		2				\$225.00		0.00			
E 4	WEAU	10/29/16	11/08/16	Today Show Today Show (Program: TODAY SHW)Jul-2016LP	CM	7:00 AM-9:00 AM	33333--	:30	15	\$200.00	P-02	0.00	NM	21	\$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: 10/29/16	11/04/16	33333--		15				\$200.00		0.00			
		Week: 11/05/16	11/11/16	33-----		6				\$200.00		0.00			
E 5	WEAU	10/29/16	11/08/16	Today Show II Today Show II (Program: TODAY SHW2-NBC)Jul-2016LP	CM	9:00 AM-10:00 AM	21111--	:30	6	\$50.00	P-02	0.00	NM	8	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/16	11/04/16	21111--		6				\$50.00		0.00			
		Week: 11/05/16	11/11/16	11-----		2				\$50.00		0.00			
E 6	WEAU	10/29/16	11/08/16	WEAU 13 News Today WEAU 13 News Today (Program: WEAU13 NWS TDY<)Jul-2016LP	CM	10:00 AM-10:30 AM	11111--	:30	5	\$40.00	P-02	0.00	NM	6	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/16	11/04/16	11111--		5				\$40.00		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>		
	5	WEAU	10/29/16-11/04/16	WEAU 13 News Today		10:00 AM-10:30 A	MTWThF----	:30		(\$40.00)		0.00	NM		
				See MG 22.3,22.4,22.5,22.6,22.7 [Program Change]											
		Week: 11/05/16	11/11/16	11-----		2				\$40.00		0.00			
E 7	WEAU	10/29/16	11/01/16	Today Show 3 Today Show 3 (Program: TODAY SHW3-NBC)Jul-2016LP	CM	11:00 AM-12:00 PM	1-----	:30	1	\$40.00	P-02	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/16	11/04/16	-1-----		1				\$40.00		0.00			
E 8	WEAU	10/29/16	11/07/16	WEAU 13 News @ Noon WEAU 13 News @ Noon (Program: WEAU13 NWS-NN)Jul-2016LP	CM	12:00 PM-12:30 PM	11111--	:30	5	\$100.00	P-02	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/16	11/04/16	11111--		5				\$100.00		0.00			
		Week: 11/05/16	11/11/16	1-----		1				\$100.00		0.00			
E 9	WEAU	10/29/16	11/07/16	Days of Our Lives Days of Our Lives (Program: DAYS-OUR LIVES)Jul-2016LP	CM	12:30 PM-1:30 PM	11111--	:30	5	\$115.00	P-02	0.00	NM	4	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/16	11/04/16	11111--		5				\$115.00		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>		
	3	WEAU	10/29/16-11/04/16	Days of Our Lives		12:30 PM-1:30 PM	MTWThF----	:30		(\$115.00)		0.00	NM		
				See MG 22.3,22.4,22.5,22.6,22.7 [No Avail]											
	5	WEAU	10/29/16-11/04/16	Days of Our Lives		12:30 PM-1:30 PM	MTWThF----	:30		(\$115.00)		0.00	NM		
				See MG 22.3,22.4,22.5,22.6,22.7 [No Avail]											
		Week: 11/05/16	11/11/16	1-----		1				\$115.00		0.00			
E 10	WEAU	10/29/16	11/07/16	M-F 130p-2p M-F 130p-2p (Program: JEOPARDY TWO)Jul-2016LP	CM	1:30 PM-2:00 PM	1-111--	:30	4	\$30.00	P-02	0.00	NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Advertiser: Assembly Democratic Campaign Commi
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WEAU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WEAU	10/29/16	11/02/16	Wednesday Prime Hr 2 CM Wednesday Prime Hr 2 (Program: LAW&O:SVU-NBC)Jul-2016LP		8:00 PM-9:00 PM (8:00 PM-9:00 PM)	--1----	:30	1	\$1,200.00	P-04	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/29/16	11/04/16	--1----		1	\$1,200.00	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	WEAU	10/29/16-11/04/16	Wednesday Prime Hr 2		8:00 PM-9:00 PM	P--W-----	:30		(\$1,200.00)	0.00	NM				
See MG 22.3,22.4,22.5,22.6,22.7 [Preempt]															
E 21	WEAU	10/29/16	11/05/16	Sa Today CM Sa Today (Program: SATURDAY TODAY<)Jul-2016LP		7:00 AM-9:00 AM	-----2-	:30	2	\$125.00	P-02	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/29/16	11/04/16	-----2-		2	\$125.00	0.00								
Week:	11/05/16	11/11/16	-----2-		2	\$125.00	0.00								
E 22	WEAU	10/29/16	11/05/16	Weekend Rotator CM Weekend Rotator (Program: AVG. ALL WKS)Jul-2016LP		5:00 PM-5:30 PM (5:00 PM-5:30 PM)	-----1-	:30	1	\$60.00	P-02	0.00	NM	6	\$3,795.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:	10/29/16	11/04/16	-----1-		1	\$60.00	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	WEAU	10/29/16-11/04/16	Weekend Rotator		5:00 PM-5:30 PM	P-----Sa--	:30		(\$60.00)	0.00	NM				
See MG 22.3,22.4,22.5,22.6,22.7 [Program Change]															
3	NEAU	11/02/16-11/02/16	Wednesday Prime Hr 2	8p-9p		--W-----	:30		\$1,500.00	0.00	NM				
Ⓜ MG for 28.1,6.5,20.1,29.1,19.1,31.1,30.1,31.2,9.3,9.5,22.1 [makegood]															
4	NEAU	11/02/16-11/02/16	Wednesday Prime Hr 1	658p-8p		--W-----	:30		\$2,000.00	0.00	NM				
Ⓜ MG for 28.1,6.5,20.1,29.1,19.1,31.1,30.1,31.2,9.3,9.5,22.1 [makegood]															
5	NEAU	11/05/16-11/05/16	Saturday Night Live	1030p-12a		-----Sa--	:30		\$200.00	0.00	NM				
Ⓜ MG for 28.1,6.5,20.1,29.1,19.1,31.1,30.1,31.2,9.3,9.5,22.1 [makegood]															
6	NEAU	10/31/16-11/07/16	M-F 1030a-11a	1030a-11a		MTWThF----	:30		\$15.00	0.00	NM				
Ⓜ MG for 28.1,6.5,20.1,29.1,19.1,31.1,30.1,31.2,9.3,9.5,22.1 [makegood]															
7	NEAU	10/31/16-11/07/16	Last Call	1237a-107a		MTWThF----	:30		\$20.00	0.00	NM				
Ⓜ MG for 28.1,6.5,20.1,29.1,19.1,31.1,30.1,31.2,9.3,9.5,22.1 [makegood]															
Week:	11/05/16	11/11/16	-----1-		1	\$60.00	0.00								
E 23	WEAU	10/29/16	10/29/16	WEAU 13 News @ 6p S&M CM WEAU 13 News @ 6p Sat (Program: AVG. ALL WKS)Jul-2016LP		6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-----1-	:30	1	\$150.00	P-02	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:	10/24/16	10/30/16	-----1-		1	\$150.00	0.00								
E 24	WEAU	11/05/16	11/05/16	Wheel of Fortune Sa CM Wheel of Fortune Sa (Program: AVG. ALL WKS)Jul-2016LP		6:30 PM-7:00 PM (6:30 PM-7:00 PM)	-----1-	:30	1	\$150.00	P-02	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:	10/31/16	11/06/16	-----1-		1	\$150.00	0.00								
E 25	WEAU	10/29/16	10/29/16	WEAU 13 News @ 10p S CM WEAU 13 News @ 10p Sat (Program: AVG. ALL WKS/WEAU13 NW-10PM)Jul-2016LP		10:00 PM-10:30 PM	PI-----1-	:30	1	\$300.00	P-02	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:	10/24/16	10/30/16	-----1-		1	\$300.00	0.00								
E 26	WEAU	11/05/16	11/05/16	Saturday Night Live CM Saturday Night Live (Program: SAT NITE LIVE<)Jul-2016LP		10:30 PM-12:00 AM	XI-----1-	:30	1	\$200.00	P-02	0.00	NM	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:	10/31/16	11/06/16	-----1-		1	\$200.00	0.00								
E 27	WEAU	10/29/16	11/06/16		CM	7:00 AM-8:00 AM	-----1	:30	1	\$125.00	P-02	0.00	NM	2	\$250.00

Advertiser:	<u>Assembly Democratic Campaign Commi</u>
Product Desc:	<u>Candidate</u>
Estimate:	4558

WEAU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Su Today															
Su Today															
(Program: SUN TODAY-NBC)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/16	11/04/16	-----1			1		\$125.00	0.00					
Week:		11/05/16	11/11/16	-----1			1		\$125.00	0.00					
E 28	WEAU	10/29/16	11/06/16	Meet The Press	CM	8:00 AM-9:00 AM	-----1	:30	1	\$75.00	P-02	0.00	NM	1	\$75.00
Meet The Press															
(Program: AVG. ALL WKS)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/16	11/04/16	-----1			1		\$75.00	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	WEAU	10/29/16-11/04/16	Meet The Press			8:00 AM-9:00 AM	-----Su	:30		(\$75.00)	0.00	NM			
See MG 22.3,22.4,22.5,22.6,22.7															
[No Avail]															
Week:		11/05/16	11/11/16	-----1			1		\$75.00	0.00					
E 29	WEAU	10/29/16	11/06/16	Weekend Rotator	CM	5:00 PM-5:30 PM	-----1	:30	1	\$30.00	P-02	0.00	NM	1	\$30.00
Weekend Rotator															
(Program: AVG. ALL WKS)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/16	11/04/16	-----1			1		\$30.00	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	WEAU	10/29/16-11/04/16	Weekend Rotator			5:00 PM-5:30 PM	-----Su	:30		(\$30.00)	0.00	NM			
See MG 22.3,22.4,22.5,22.6,22.7															
[Program Change]															
Week:		11/05/16	11/11/16	-----1			1		\$30.00	0.00					
E 30	WEAU	10/29/16	10/30/16	Football Night in America	CM	6:00 PM-7:12 PM	-----1	:30	1	\$350.00	P-02	0.00	NM	0	\$0.00
Football Night in America															
(Program: AVG. ALL WKS)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/16	10/30/16	-----1			1		\$350.00	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	WEAU	10/24/16-10/30/16	Football Night in America			6:00 PM-7:12 PM	-----Su	:30		(\$350.00)	0.00	NM			
See MG 22.3,22.4,22.5,22.6,22.7															
[Preempt]															
E 31	WEAU	10/29/16	11/06/16	WEAU 13 News @ 10p	SM	10:00 PM-10:35 PM	-----1	:30	1	\$400.00	P-02	0.00	NM	0	\$0.00
WEAU 13 News @ 10p Sun															
(Program: WEAU13 NW-10PM<)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/16	11/04/16	-----1			1		\$400.00	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	WEAU	10/29/16-11/04/16	WEAU 13 News @ 10p Sun			10:00 PM-10:35 F	-----Su	:30		(\$400.00)	0.00	NM			
See MG 22.3,22.4,22.5,22.6,22.7															
[Preempt]															
Week:		11/05/16	11/11/16	-----1			1		\$400.00	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>			
2	WEAU	11/05/16-11/11/16	WEAU 13 News @ 10p Sun			10:00 PM-10:35 F	-----Su	:30		(\$400.00)	0.00	NM			
See MG 22.3,22.4,22.5,22.6,22.7															
[Preempt]															
E 32	WEAU	10/29/16	11/06/16	Late Run 13 News @ 10p	CM	Various	-----1	:30	1	\$225.00	P-02	0.00	NM	2	\$450.00
Late Run 13 News @ 10p															
(Program: OUTDRS-MCNEELY<)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/16	11/04/16	-----1			1		\$225.00	0.00					
Week:		11/05/16	11/11/16	-----1			1		\$225.00	0.00					
N 33	WEAU	10/29/16	11/08/16	Hello Wisconsin @ 430a	CM	430a-5a	1-1-1--	:30	3	\$10.00	P-02	0.00	NM	3	\$30.00
Hello Wisconsin @ 430a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/16	10/30/16	-----			0		\$10.00	0.00					
Week:		10/31/16	11/06/16	--1-1--			2		\$10.00	0.00					
Week:		11/07/16	11/13/16	1-----			1		\$10.00	0.00					
Totals														127	\$22,510.00