

ORDER



Orders
Order / Rev: 343506
Alt Order #: 09174809
Product Desc: ROYS FOR GOVERNOR
Estimate: 5452
Flight Dates: 07/20/18 - 07/23/18
Original Date / Rev: 07/19/18 / 07/19/18
Order Type: GENERAL

WDJT-TV-LP CBS58

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

Agency Name: Hilltop Public Solutions
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: Poli/K Roys/D/GOV/WI
Demographic: A35+
Product Codes: PL Candidate
Priority: P-3
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
06/25/18	07/23/18	28	\$7,105.00	\$6,039.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2018	28	\$7,105.00	\$6,039.25	0.00
Totals	28	\$7,105.00	\$6,039.25	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	25%	\$7,105.00
Market	100%	\$28,420.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$284.20
WCGV	0%	\$0.00
WISN	23%	\$6,536.60
WITI	34%	\$9,662.80
WMLW-	2%	\$568.40
WPXE	0%	\$0.00
WTMJ	15%	\$4,263.00
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	07/23/18	07/23/18	CBS This Morning M-F 7M CBS This Morning M-F 7a-9a	CM	7a-9a	1-----	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/23/18	07/29/18	1-----		1		\$75.00		0.00					
E 2	WDJT	07/20/18	07/20/18	M-F Late News M-F Late News	CM	10p-1035p	----1--	:30	1	\$300.00	P-3	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: 07/16/18	07/22/18	----1--		1		\$300.00		0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	07/23/18	07/23/18	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	1-----	:30	1	\$150.00	P-3	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:	07/23/18	07/29/18	1-----		1				\$150.00		0.00			
E 4	WDJT	07/20/18	07/20/18	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	----1--	:30	1	\$200.00	P-3	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:	07/16/18	07/22/18	----1--		1				\$200.00		0.00			
E 5	WDJT	07/23/18	07/23/18	LF 1035p-1137p Late Show w/Stephen Colbert	CM	1035p-1137p	1-----	:30	1	\$150.00	P-3	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:	07/23/18	07/29/18	1-----		1				\$150.00		0.00			
E 6	WDJT	07/21/18	07/21/18	Sat 1135p-1235a Castle (Sat 1135pm)	CM	1135p-1235x	-----1-	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/16/18	07/22/18	-----1-		1				\$70.00		0.00			
E 7	WDJT	07/22/18	07/22/18	CBS Sunday Morn 758a CBS Sunday Morning	CM	8a-930a	-----1	:30	1	\$500.00	P-2	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:	07/16/18	07/22/18	-----1		1				\$500.00		0.00			
E 8	WDJT	07/22/18	07/22/18	CBS58 Sun Morning 7a-8a CBS58 Sun Morning 7a-8a	CM	7a-8a	-----1	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/16/18	07/22/18	-----1		1				\$75.00		0.00			
E 9	WDJT	07/22/18	07/22/18	Sun Late News Sun Late News	CM	10p-1035p	-----1	:30	1	\$300.00	P-3	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:	07/16/18	07/22/18	-----1		1				\$300.00		0.00			
E 10	WDJT	07/21/18	07/21/18	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----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:	07/16/18	07/22/18	-----1-		1				\$300.00		0.00			
E 11	WDJT	07/22/18	07/22/18	Sun 1035p-1135p Blue Bloods	CM	1035p-1135p	-----1	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/16/18	07/22/18	-----1		1				\$80.00		0.00			
E 12	WDJT	07/20/18	07/20/18	CBS This Morning M-F 7a CBS This Morning M-F 7a-9a	CM	7a-9a	----1--	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/16/18	07/22/18	----1--		1				\$75.00		0.00			
E 13	WDJT	07/21/18	07/21/18	Sat 5pm News Sat 5pm News	CM	5p-530p	-----1-	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/16/18	07/22/18	-----1-		1				\$125.00		0.00			
E 14	WDJT	07/20/18	07/20/18	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	----1--	:30	1	\$800.00	P-2	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:	07/16/18	07/22/18	----1--		1				\$800.00		0.00			
E 15	WDJT	07/23/18	07/23/18	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	1-----	:30	1	\$40.00	P-3	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:	07/23/18	07/29/18	1-----		1				\$40.00		0.00			
E 16	WDJT	07/21/18	07/21/18	Sat Late News Sat Late News	CM	10p-1035p	-----1-	:30	1	\$300.00	P-3	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:	07/16/18	07/22/18	-----1-		1				\$300.00		0.00			
E 17	WDJT	07/20/18	07/20/18	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p	----1--	:30	1	\$200.00	P-2	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:	07/16/18	07/22/18	----1--		1				\$200.00		0.00			

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E 17	WDJT	07/20/18	07/20/18	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p	----1--	:30	1	\$200.00	P-2	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: 07/16/18	07/22/18	----1--					1	\$200.00		0.00			
E 18	WDJT	07/21/18	07/21/18	CBS Sat Morn Nws 6a-8a CBS Sat Morn Nws 6a-8a	CM	6a-8a	-----1-	:30	1	\$40.00	P-3	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: 07/16/18	07/22/18	-----1-					1	\$40.00		0.00			
E 19	WDJT	07/21/18	07/21/18	Sat 1035p-1135p Major Crimes	CM	1035p-1135p	-----1-	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/18	07/22/18	-----1-					1	\$80.00		0.00			
E 20	WDJT	07/22/18	07/22/18	Sun 1135p-1235a CSI: Miami	CM	1135p-1235a	-----1	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/18	07/22/18	-----1					1	\$70.00		0.00			
E 23	WDJT	07/23/18	07/23/18	News at Noon News at Noon	CM	12p-1230p	1-----	:30	1	\$200.00	P-2	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: 07/23/18	07/29/18	1-----					1	\$200.00		0.00			
E 24	WDJT	07/23/18	07/23/18	3p-4p Dr Phil	CM	3p-4p	1-----	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/18	07/29/18	1-----					1	\$75.00		0.00			
E 25	WDJT	07/20/18	07/20/18	News at Noon News at Noon	CM	12p-1230p	----1--	:30	1	\$200.00	P-2	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: 07/16/18	07/22/18	----1--					1	\$200.00		0.00			
E 26	WDJT	07/23/18	07/23/18	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/18	07/29/18	1-----					1	\$1,000.00		0.00			
E 27	WDJT	07/20/18	07/20/18	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	----1--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/18	07/22/18	----1--					1	\$1,000.00		0.00			
E 28	WDJT	07/23/18	07/23/18	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	1-----	:30	1	\$200.00	P-3	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: 07/23/18	07/29/18	1-----					1	\$200.00		0.00			
E 29	WDJT	07/20/18	07/20/18	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	----1--	:30	1	\$200.00	P-3	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: 07/16/18	07/22/18	----1--					1	\$200.00		0.00			
E 30	WDJT	07/23/18	07/23/18	M-F Late News M-F Late News	CM	10p-1035p	1-----	:30	1	\$300.00	P-3	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: 07/23/18	07/29/18	1-----					1	\$300.00		0.00			

Totals 28 \$7,105.00

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:	Date:
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I, Hilltop Public Solutions,

being/on behalf of: Kelda Roys,

a legally qualified candidate of the Democratic

political party for the office of: Wisconsin governor

in the primary

election to be held on: August 14, 2018

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Kelda Roys for Governor, PO Box 231, Madison, WI 53701

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:

Kelda Roys

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

	Danielle Sakowitz <small>Digitally signed by Danielle Sakowitz Date: 2018.07.19 10:20:44 -04'00'</small>
Date	Signature

To Be Signed By Station Representative

Accepted **Accepted in Part** **Rejected**

Signature	Printed Name	Title