

ORDER



Orders
Order / Rev: 343703
Alt Order #: 09177771
Product Desc: ROYS FOR GOVERNOR
Estimate: 5472
Flight Dates: 07/25/18 - 07/30/18
Original Date / Rev: 07/23/18 / 07/30/18
Order Type: GENERAL

WDJT-TV-LP CBS58
Primary AE: Mick Nesci
Sales Office: HDC
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	07/29/18	18	\$4,145.00	\$3,523.25
07/30/18	07/30/18	7	\$1,800.00	\$1,530.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2018	18	\$4,145.00	\$3,523.25	0.00
August 2018	7	\$1,800.00	\$1,530.00	0.00
Totals	25	\$5,945.00	\$5,053.25	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%	\$5,945.00
Market	100%	\$23,780.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	2%	\$475.60
WCGV	0%	\$0.00
WISN	23%	\$5,469.40
WITI	34%	\$8,085.20
WMLW-	1%	\$237.80
WPXE	0%	\$0.00
WTMJ	15%	\$3,567.00
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	07/25/18	07/25/18	Morning News M-F 6a - 7a	CM	6a-7a	--1----	:30	1	\$80.00	P-2	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: 07/23/18	07/29/18	--1----		1				\$80.00		0.00			
E 2	WDJT	07/26/18	07/26/18	CBS Block 1230p-2p	CM	1230p-2p	---1---	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				CBS Block 1230p-2p		(12:30 PM-2:00 PM)									
		<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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WDJT-TV-LP CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	07/26/18	07/26/18	CBS Block 1230p-2p CBS Block 1230p-2p (12:30 PM-2:00 PM)	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: 07/23/18	07/29/18	---1---		1				\$200.00		0.00			
E 3	WDJT	07/30/18	07/30/18	2p-3p Inside Edition/Jeopardy	CM	2p-3p	1-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/18	08/05/18	1-----		1				\$100.00		0.00			
E 4	WDJT	07/25/18	07/25/18	2p-3p Inside Edition/Jeopardy	CM	2p-3p	--1----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<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				\$100.00		0.00			
E 5	WDJT	07/26/18	07/26/18	2p-3p Inside Edition/Jeopardy	CM	2p-3p	---1---	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<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				\$100.00		0.00			
E 6	WDJT	07/27/18	07/27/18	2p-3p Inside Edition/Jeopardy	CM	2p-3p	----1--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<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				\$100.00		0.00			
E 7	WDJT	07/27/18	07/27/18	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 8	WDJT	07/26/18	07/26/18	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	---1---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<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				\$100.00		0.00			
E 9	WDJT	07/27/18	07/27/18	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	----1--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<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				\$100.00		0.00			
E 10	WDJT	07/30/18	07/30/18	M-F 5pm News M-F 5pm News	CM	5p-530p	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: 07/30/18	08/05/18	1-----		1				\$150.00		0.00			
E 11	WDJT	07/30/18	07/30/18	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: 07/30/18	08/05/18	1-----		1				\$800.00		0.00			
E 12	WDJT	07/30/18	07/30/18	CBS This Morning M-F 7a-9a 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: 07/30/18	08/05/18	1-----		1				\$150.00		0.00			
E 13	WDJT	07/25/18	07/25/18	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 14	WDJT	07/27/18	07/27/18	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 15	WDJT	07/25/18	07/25/18	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			
E 16	WDJT	07/25/18	07/25/18	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			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WDJT	07/25/18	07/25/18	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 17	WDJT	07/27/18	07/27/18	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 18	WDJT	07/28/18	07/28/18	Sat 1235a-135a Castle	CM	1235a-135a	-----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 19	WDJT	07/29/18	07/29/18	Sun 530pm News Sun 530pm News	CM	530p-6p	-----1	:30	1	\$125.00	P-3	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: 07/23/18	07/29/18	-----1		1				\$125.00		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	WDJT	07/23/18-07/29/18	Sun 530pm News		530p-6p		-----Su	:30	(\$125.00)		0.00	NM		
		Credited													
E 20	WDJT	07/26/18	07/26/18	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: 07/23/18	07/29/18	---1---		1				\$150.00		0.00			
E 21	WDJT	07/26/18	07/26/18	Let's Make a Deal 9a-10M 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 22	WDJT	07/27/18	07/27/18	Let's Make a Deal 9a-10M 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 23	WDJT	07/30/18	07/30/18	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: 07/30/18	08/05/18	1-----		1				\$200.00		0.00			
E 24	WDJT	07/30/18	07/30/18	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: 07/30/18	08/05/18	1-----		1				\$200.00		0.00			
E 25	WDJT	07/25/18	07/25/18	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 26	WDJT	07/30/18	07/30/18	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: 07/30/18	08/05/18	1-----		1				\$200.00		0.00			
													Totals	25	\$5,945.00

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):

