ORDER

Orders Order / Rev: 343703 Alt Order #: 09177771 Product Desc: **ROYS FOR GOVERNOR** Estimate: WDJT-TV-LP CBS58 5472 Flight Dates: 07/25/18 - 07/30/18 Primary AE: Mick Nesci Original Date / Rev: 07/23/18 / 07/30/18 HDC Sales Office: Order Type: GENERAL Sales Region: NAT Agency Name: **Hilltop Public Solutions Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1322 G Street SE Billing Cycle: EOM/EOC Washington, DC 20003 Agency Commission: 15% Advertiser Name: Poli/K Roys/D/GOV/WI A35+ Demographic: New Business Thru: Product Codes: PL Candidate Order Separation: 00:15:00 P-3 Priority: Advertiser External ID:

D:11	Plan	
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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

Revenue Codes:

Totals

Agency External ID:

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		- Transfer Servicence	Start Of Order - End Of Order	100%

AGY, POL, CAND

Order Share	Share	Total
WDJT-TV-LP CBS58	25%	\$5,945.00
Market	100%	\$23,780.00
Competitive Share	Share	Total

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 C	Ch Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 W	VDJT 07/25/	18 07/25/18	Morning News M-I M-F 6a - 7a	= 6a - 12M	6a-7a	1	:30	1	\$80.00 P-2	0.00 NM	1	\$80.00
Wee	Start Date k: 07/23/18	End Date 07/29/18	Weekdays	Spots/Week 1	Rate \$80.00	Rating 0.00						
E 2 W	VDJT 07/26/	18 07/26/18	CBS Block 1230p- CBS Block 1230p		1230p-2p (12:30 PM-2:0	1 00 PM)	:30	1	\$200.00 P-2	0.00 NM	1	\$200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						

Print Date: 08/01/18 09:55:01

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Order / Rev:

343703

Advertiser:

Poli/K Roys/D/GOV/WI

Alt Order #:

09177771

Product Desc: ROYS FOR GOVERNOR

WDJT-TV-LP CBS58

Flight Dates:

07/25/18 - 07/30/18

Estimate:

5472

Ln Ch	Start	End	Inventory Code		Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 2 WDJT		8 07/26/18	CBS Block 1230p CBS Block 1230p	DOMESTIC CONTRACTOR	1230p-2p (12:30 PM-2:0	The state of the s	:30	1	\$200.00 P-2	0.00 NM	1	\$200.00
Sta Week: 07/	rt Date 23/18	End Date 07/29/18	Weekdays	Spots/Week 1	Rate \$200.00	Rating 0.00						
E 3 WDJT			2p-3p Inside Edition/Jed	СМ	2p-3p	1	:30	1	\$100.00 P-2	0.00 NM	1	\$100.00
Sta Week: 07/	rt <u>Date</u> /30/18	End Date 08/05/18	Weekdays 1	Spots/Week 1	Rate \$100.00	Rating 0.00						
E 4 WDJT	07/25/1		2p-3p Inside Edition/Jed	CM opardy	2p-3p	1	:30	1	\$100.00 P-2	0.00 NM	1	\$100.00
Sta Week: 07/	rt Date	End Date 07/29/18	Weekdays 1	Spots/Week 1	Rate \$100.00	Rating 0.00						
E 5 WDJT			2p-3p Inside Edition/Jed	CM	2p-3p	1	:30	1	\$100.00 P-2	0.00 NM	1	\$100.00
Sta Week: 07/	rt Date /23/18	End Date 07/29/18	Weekdays1	Spots/Week 1	Rate \$100.00	Rating 0.00						
E 6 WDJT	07/27/1	8 07/27/18	2p-3p Inside Edition/Jed	CM opardy	2p-3p	1	:30	1	\$100.00 P-2	0.00 NM	1	\$100.00
Week: 07/	A STATE OF THE STA	End Date 07/29/18	Weekdays 1	Spots/Week 1	\$100.00	Rating 0.00						
E 7 WDJT			3p-4p Dr Phil	СМ	3p-4p	1	:30	1	\$75.00 P-3	0.00 NM	1	\$75.00
Week: 07/	rt Date /23/18	End Date 07/29/18	Weekdays	Spots/Week 1	\$75.00	Rating 0.00						
E 8 WDJT	07/26/1	8 07/26/18	M-F 4p-5p News M-F 4p-5p News	СМ	4p-5p	1	:30	1	\$100.00 P-3	0.00 NM	1	\$100.0
Week: 07/		End Date 07/29/18	Weekdays 1	Spots/Week 1	Rate \$100.00	Rating 0.00						
E 9 WDJT			M-F 4p-5p News M-F 4p-5p News	СМ	4p-5p	1	:30	1	\$100.00 P-3	0.00 NM	1	\$100.0
Week: 07/	rt Date /23/18	End Date 07/29/18	Weekdays 1	Spots/Week 1	Rate \$100.00	Rating 0.00						
E10 WDJT			M-F 5pm News M-F 5pm News	СМ	5p-530p	1	:30	1	\$150.00 P-3	0.00 NM	1	\$150.0
Week: 07/		End Date 08/05/18	Weekdays 1	Spots/Week 1	\$150.00	Rating 0.00						
E 11 WDJT			Jeopardy 6p-630p 6p-630p/Jeopard	у	M-F 6p-630p	1	:30	1	\$800.00 P-2	0.00 NM	1	\$800.0
Sta Week: 07/	rt Date /30/18	End Date 08/05/18	Weekdays 1	Spots/Week 1	\$800.00	Rating 0.00						
E12 WDJT	07/30/1	8 07/30/18	CBS This Morning	The state of the s	7a-9a	1	:30	1	\$150.00 P-2	0.00 NM	1	\$150.0
Sta Week: 07/	rt Date /30/18	End Date 08/05/18	Weekdays 1	Spots/Week 1	Rate \$150.00	Rating 0.00						
E 13 WDJT	07/25/1	8 07/25/18	Wheel of Fortune 630p-7p/Wheel	630p-7¢M	M-F 630p-7p		:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.0
Sta Week: 07/	rt Date /23/18	End Date 07/29/18	Weekdays	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
E 14 WDJT	07/27/1	8 07/27/18	Wheel of Fortune 630p-7p/Wheel	630р- 7 ¢М	M-F 630p-7p	1	:30	1	\$1,000.00 P-2	0.00 NM	1	\$1,000.0
Week: 07/		End Date 07/29/18	Weekdays 1		Rate \$1,000.00	Rating 0.00						
E 15 WDJT			M-F Late News M-F Late News	СМ	10p-1035p	1	:30	1	\$300.00 P-3	0.00 NM	1	\$300.0
Week: 07/		End Date 07/29/18	Weekdays 1	Spots/Week 1	Rate \$300.00	Rating 0.00						
E 16 WDJT	07/25/1	8 07/25/18	LF 1035p-1137p Late Show w/Ste	CM phen Colbert	1035p-1137p	1	:30	1	\$150.00 P-3	0.00 NM	1	\$150.0
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						

Print Date: 08/01/18 09:55:01

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Advertiser:

Poli/K Roys/D/GOV/WI

Alt Order #: Flight Dates: 09177771

07/25/18 - 07/30/18

Estimate:

Product Desc: ROYS FOR GOVERNOR

5472

WDJT-TV-LP CBS58

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 16 WDJT	07/25/1	8 07/25/18	LF 1035p-1137p Late Show w/Step	CM ohen Colbert	1035p-1137p	1	:30	1	\$150.00 P-3	0.00 NM	1	\$150.00
Sta Week: 07	art Date 7/23/18	End Date 07/29/18	Weekdays	Spots/Week 1	Rate \$150.00	Rating 0.00						
E 17 WDJT	07/27/1	8 07/27/18	LF 1035p-1137p	СМ	1035p-1137p	1	:30	1	\$150.00 P-3	0.00 NM	1	\$150.00
St	art Date	End Date	Late Show w/Step Weekdays	Spots/Week	Pate	Pating						
Week: 07		07/29/18	1	1	Rate \$150.00	Rating 0.00						
E 18 WDJT	07/28/1	8 07/28/18	Sat 1235a-135a Castle	СМ	1235a-135a	1-	:30	1	\$40.00 P-3	0.00 NM	1	\$40.00
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07 E 19 WDJT		8 07/29/18	1- Sun 530pm News	CM	\$40.00 530p-6p	0.00	:30	1	\$125.00 P-3	0.00 NM	0	60.00
L 10 WD01	0112011	0 01123/10	Sun 530pm News		ээор-ор	1	.30	to a	\$125.00 F-3	U.UU INIVI	U	\$0.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07 Spot Cl	123/18 n Date Ra	07/29/18 inge D	escription	1 Start	\$125.00 End Time	0.00 W	/eekday	s Lei	ngth Rate	Rtg Type		
			un 530pm News	530p				_	:30 (\$125.00)			
Cı	redited											
E20 WDJT	07/26/1	8 07/26/18	CBS This Morning		7a-9a	1	:30	1	\$150.00 P-2	0.00 NM	1	\$150.00
Week: 07	Charles Annual Control	End Date 07/29/18	Weekdays 1	Spots/Week 1	Rate \$150.00	Rating 0.00						
E21 WDJT	07/26/1	8 07/26/18	Let's Make a Deal Let's Make a Dea		858a-10a	1	:30	1	\$150.00 P-3	0.00 NM	1	\$150.00
Week: 07	200-2001-0-0100	End Date 07/29/18	Weekdays 1	Spots/Week 1	Rate \$150.00	Rating 0.00						
E22 WDJT	07/27/1	8 07/27/18	Let's Make a Deal Let's Make a Dea		858a-10a	1	:30	1	\$150.00 P-3	0.00 NM	1	\$150.00
Sta Week: 07	art Date 7/23/18	End Date 07/29/18	Weekdays 1	Spots/Week 1	Rate \$150.00	Rating 0.00						
E 23 WDJT	07/30/1	8 07/30/18	Price Is Right 10a Price is Right 10a		10a - 11a	1	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
Sta Week: 07	art Date	End Date 08/05/18	Weekdays 1	Spots/Week	Rate \$200.00	Rating 0.00						
E 24 WDJT			News at Noon News at Noon	СМ	12p-1230p	1	:30	1	\$200.00 P-2	0.00 NM	1	\$200.00
Sta Week: 07	art Date 7/30/18	End Date 08/05/18	Weekdays 1	Spots/Week 1	Rate \$200.00	Rating 0.00						
E 25 WDJT	07/25/1	8 07/25/18	News at Noon News at Noon	СМ	12p-1230p	1	:30	1	\$200.00 P-2	0.00 NM	1	\$200.00
Sta Week: 07	art Date 7/23/18	End Date 07/29/18	Weekdays	Spots/Week 1	Rate \$200.00	Rating 0.00						
E 26 WDJT	07/30/1	8 07/30/18	CBS Block 1230p CBS Block 1230p	A STATE OF THE STA	1230p-2p	1	:30	1	\$200.00 P-2	0.00 NM	1	\$200.00
Sta Week: 07	art Date 7/30/18	End Date 08/05/18	Weekdays 1	Spots/Week 1	Rate \$200.00	Rating 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 an	d Location:			Date:	
I, Hilltop F	Public Soluti	ons			
being/on bel	_{half of:} Kelda	Roys			
a legally qua	lified candidate	of the Der	nocratic		,
	y for the office			rnor	
in the prim	ary				
election to b	e held on: Aug	gust 14, 2	2018		
do hereby re	quest station tir	ne as follows	s:		
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	Digitally signed by Danielle Sakowit Date: 2018.07.19 10:20:44 -04'00'
Date	Signa	
To	Be Signed By Station Repres	entative
To I	Be Signed By Station Repres ☐ Accepted in P	