

ORDER



Orders
Order / Rev: 343627
Alt Order #: 09177109
Product Desc: ROYS FOR GOVERNOR
Estimate: 5464
Flight Dates: 07/24/18 - 07/30/18
Original Date / Rev: 07/23/18 / 07/26/18
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 | 07/29/18 | 42 | \$9,830.00 | \$8,355.50 |
| 07/30/18 | 07/30/18 | 9 | \$2,855.00 | \$2,426.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| July 2018 | 42 | \$9,830.00 | \$8,355.50 | 0.00 |
| August 2018 | 9 | \$2,855.00 | \$2,426.75 | 0.00 |
| Totals | 51 | \$12,685.00 | \$10,782.25 | 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% | \$12,685.00 |
| Market | 100% | \$50,740.00 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| WBME | 1% | \$507.40 |
| WCGV | 0% | \$0.00 |
| WISN | 23% | \$11,670.20 |
| WITI | 34% | \$17,251.60 |
| WMLW- | 2% | \$1,014.80 |
| WPXE | 0% | \$0.00 |
| WTMJ | 15% | \$7,611.00 |
| WTV | 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 | 07/30/18 | 07/30/18 | 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: 07/30/18 | 08/05/18 | 1----- | | 1 | | \$150.00 | | 0.00 | | | | | |
| E 2 | WDJT | 07/30/18 | 07/30/18 | 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> | | | | | |

Order / Rev: 343627
 Alt Order #: 09177109
 Flight Dates: 07/24/18 - 07/30/18

Advertiser: Poli/K Roys/D/GOV/WI
 Product Desc: ROYS FOR GOVERNOR
 Estimate: 5464

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 | 07/30/18 | 07/30/18 | 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: | 07/30/18 | 08/05/18 | 1----- | | 1 | | | | \$300.00 | | 0.00 | | | |
| E 3 | WDJT | 07/26/18 | 07/26/18 | 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 4 | WDJT | 07/27/18 | 07/27/18 | 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 5 | WDJT | 07/25/18 | 07/25/18 | 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: | 07/23/18 | 07/29/18 | --1---- | | 1 | | | | \$800.00 | | 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 | Jeopardy 6p-630p | | M-F 6p-630p | | --W----- | :30 | (\$800.00) | | 0.00 | NM | | |
| | | | | See MG 5.2 [Breaking News - Officer shooting, programming lost.] | | | | | | | | | | | |
| | 2 | WDJT | 07/30/18-07/30/18 | Jeopardy 6p-630p | | M-F 6p-630p | | M----- | :30 | \$800.00 | | 0.00 | NM | | |
| | | | | Ⓜ MG for 5.1 07/25 | | | | | | | | | | | |
| E 6 | WDJT | 07/26/18 | 07/26/18 | 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: | 07/23/18 | 07/29/18 | ---1--- | | 1 | | | | \$800.00 | | 0.00 | | | |
| E 7 | WDJT | 07/27/18 | 07/27/18 | 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: | 07/23/18 | 07/29/18 | ----1-- | | 1 | | | | \$800.00 | | 0.00 | | | |
| E 8 | WDJT | 07/30/18 | 07/30/18 | 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: | 07/30/18 | 08/05/18 | 1----- | | 1 | | | | \$100.00 | | 0.00 | | | |
| E 9 | WDJT | 07/24/18 | 07/24/18 | 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 | 07/25/18 | 07/25/18 | 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 12 | WDJT | 07/24/18 | 07/24/18 | 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: | 07/23/18 | 07/29/18 | -1----- | | 1 | | | | \$150.00 | | 0.00 | | | |
| E 13 | WDJT | 07/24/18 | 07/24/18 | 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 14 | WDJT | 07/26/18 | 07/26/18 | 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 15 | WDJT | 07/30/18 | 07/30/18 | Morning News M-F 6a - 7a 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: | 07/30/18 | 08/05/18 | 1----- | | 1 | | | | \$80.00 | | 0.00 | | | |
| E 16 | WDJT | 07/24/18 | 07/24/18 | | CM | 6a-7a | -1----- | :30 | 1 | \$80.00 | P-2 | 0.00 | NM | 1 | \$80.00 |

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Advertiser: Poli/K Roys/D/GOV/WI
 Product Desc: ROYS FOR GOVERNOR
 Estimate: 5464

WDJT-TV-LP CBS58

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------------------------|------|-------------------|-----------------|----------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| Morning News M-F 6a - 7a | | | | | | | | | | | | | | | |
| M-F 6a - 7a | | | | | | | | | | | | | | | |
| | | <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 17 | WDJT | 07/26/18 | 07/26/18 | 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 18 | WDJT | 07/30/18 | 07/30/18 | Wheel of Fortune 630p-7p | CM | M-F 630p-7p | 1----- | :30 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| 630p-7p/Wheel | | | | | | | | | | | | | | | |
| | | <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 | \$1,000.00 | | 0.00 | | | |
| E 19 | WDJT | 07/24/18 | 07/24/18 | Wheel of Fortune 630p-7p | CM | M-F 630p-7p | -1----- | :30 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| 630p-7p/Wheel | | | | | | | | | | | | | | | |
| | | <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 20 | WDJT | 07/27/18 | 07/27/18 | Wheel of Fortune 630p-7p | CM | M-F 630p-7p | ----1-- | :30 | 1 | \$1,000.00 | P-2 | 0.00 | NM | 1 | \$1,000.00 |
| 630p-7p/Wheel | | | | | | | | | | | | | | | |
| | | <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 21 | WDJT | 07/30/18 | 07/30/18 | Y&R 11a-12p | CM | 11a - 12p | 1----- | :30 | 1 | \$200.00 | P-3 | 0.00 | NM | 1 | \$200.00 |
| The Young & the Restless 11a- | | | | | | | | | | | | | | | |
| | | <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 23 | WDJT | 07/25/18 | 07/25/18 | CBS This Morning M-F 7a-9a | CM | 7a-9a | --1---- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| CBS This Morning M-F 7a-9a | | | | | | | | | | | | | | | |
| | | <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 24 | WDJT | 07/27/18 | 07/27/18 | Y&R 11a-12p | CM | 11a - 12p | ----1-- | :30 | 1 | \$200.00 | P-3 | 0.00 | NM | 1 | \$200.00 |
| The Young & the Restless 11a- | | | | | | | | | | | | | | | |
| | | <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 25 | WDJT | 07/25/18 | 07/25/18 | Price Is Right 10a-11a | CM | 10a - 11a | --1---- | :30 | 1 | \$200.00 | P-3 | 0.00 | NM | 1 | \$200.00 |
| Price is Right 10a-11a | | | | | | | | | | | | | | | |
| | | <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 | 07/26/18 | 07/26/18 | Price Is Right 10a-11a | CM | 10a - 11a | ---1--- | :30 | 1 | \$200.00 | P-3 | 0.00 | NM | 1 | \$200.00 |
| Price is Right 10a-11a | | | | | | | | | | | | | | | |
| | | <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 27 | WDJT | 07/27/18 | 07/27/18 | Price Is Right 10a-11a | CM | 10a - 11a | ----1-- | :30 | 1 | \$200.00 | P-3 | 0.00 | NM | 1 | \$200.00 |
| Price is Right 10a-11a | | | | | | | | | | | | | | | |
| | | <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 28 | WDJT | 07/30/18 | 07/30/18 | 3p-4p | CM | 3p-4p | 1----- | :30 | 1 | \$75.00 | P-3 | 0.00 | NM | 1 | \$75.00 |
| Dr Phil | | | | | | | | | | | | | | | |
| | | <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 | \$75.00 | | 0.00 | | | |
| E 29 | WDJT | 07/24/18 | 07/24/18 | 3p-4p | CM | 3p-4p | -1----- | :30 | 1 | \$75.00 | P-3 | 0.00 | NM | 1 | \$75.00 |
| Dr Phil | | | | | | | | | | | | | | | |
| | | <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 30 | WDJT | 07/25/18 | 07/25/18 | 3p-4p | CM | 3p-4p | --1---- | :30 | 1 | \$75.00 | P-3 | 0.00 | NM | 1 | \$75.00 |
| Dr Phil | | | | | | | | | | | | | | | |
| | | <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 31 | WDJT | 07/26/18 | 07/26/18 | 3p-4p | CM | 3p-4p | ---1--- | :30 | 1 | \$75.00 | P-3 | 0.00 | NM | 1 | \$75.00 |
| Dr Phil | | | | | | | | | | | | | | | |
| | | <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 | | | |

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Advertiser: Poli/K Roys/D/GOV/WI
 Product Desc: ROYS FOR GOVERNOR
 Estimate: 5464

WDJT-TV-LP CBS58

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|-------|-------------------|-----------------|----------------------------------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 31 | WDJT | 07/26/18 | 07/26/18 | 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 32 | WDJT | 07/30/18 | 07/30/18 | 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: | 07/30/18 | 08/05/18 | 1----- | | 1 | | | | \$150.00 | | 0.00 | | | |
| E 33 | WDJT | 07/24/18 | 07/24/18 | 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 34 | WDJT | 07/26/18 | 07/26/18 | 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: | 07/23/18 | 07/29/18 | ---1--- | | 1 | | | | \$150.00 | | 0.00 | | | |
| E 35 | WDJT | 07/24/18 | 07/24/18 | 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 36 | WDJT | 07/27/18 | 07/27/18 | 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 37 | WDJT | 07/25/18 | 07/25/18 | 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: | 07/23/18 | 07/29/18 | --1---- | | 1 | | | | \$200.00 | | 0.00 | | | |
| E 38 | WDJT | 07/27/18 | 07/27/18 | 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: | 07/23/18 | 07/29/18 | ----1-- | | 1 | | | | \$200.00 | | 0.00 | | | |
| E 39 | WDJT | 07/28/18 | 07/28/18 | 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: | 07/23/18 | 07/29/18 | -----1- | | 1 | | | | \$80.00 | | 0.00 | | | |
| E 40 | WDJT | 07/28/18 | 07/28/18 | CBS Sat Morn Nws 6a-8a CBS Sat Morn Nws 6a-8a | CM | 6a-8a | -----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 41 | WDJT | 07/28/18 | 07/28/18 | 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: | 07/23/18 | 07/29/18 | -----1- | | 1 | | | | \$300.00 | | 0.00 | | | |
| E 43 | WDJT | 07/28/18 | 07/28/18 | 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: | 07/23/18 | 07/29/18 | -----1- | | 1 | | | | \$125.00 | | 0.00 | | | |
| E 44 | WDJT | 07/28/18 | 07/28/18 | 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: | 07/23/18 | 07/29/18 | -----1- | | 1 | | | | \$70.00 | | 0.00 | | | |
| E 46 | WDJT | 07/29/18 | 07/29/18 | CBS58 Sun Morning 7a-8a CBS58 Sun Morning 7a-8a | CM | 7a-8a | -----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 47 | WDJT | 07/29/18 | 07/29/18 | CBS Sunday Morn 758a-9a 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: | 07/23/18 | 07/29/18 | -----1 | | 1 | | | | \$500.00 | | 0.00 | | | |

Order / Rev: 343627
 Alt Order #: 09177109
 Flight Dates: 07/24/18 - 07/30/18

Advertiser: Poli/K Roys/D/GOV/WI
 Product Desc: ROYS FOR GOVERNOR
 Estimate: 5464

WDJT-TV-LP CBS58

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|------|-------------------|-----------------|----------------------------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------------|----------|
| E 47 | WDJT | 07/29/18 | 07/29/18 | CBS Sunday Morn 758a&M 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: 07/23/18 | 07/29/18 | -----1 | | 1 | | | | \$500.00 | | 0.00 | | | |
| E 48 | WDJT | 07/29/18 | 07/29/18 | 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: 07/23/18 | 07/29/18 | -----1 | | 1 | | | | \$300.00 | | 0.00 | | | |
| E 50 | WDJT | 07/29/18 | 07/29/18 | Sun 1135p-1235a CSI: Miami | CM | 1135p-1235a | -----S | :30 | 2 | \$70.00 | P-3 | 0.00 | NM | 2 | \$140.00 |
| | | <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 | -----S | | 2 | | | | \$70.00 | | 0.00 | | | |
| E 51 | WDJT | 07/24/18 | 07/24/18 | 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: 07/23/18 | 07/29/18 | -1----- | | 1 | | | | \$150.00 | | 0.00 | | | |
| E 52 | WDJT | 07/25/18 | 07/25/18 | 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: 07/23/18 | 07/29/18 | --1---- | | 1 | | | | \$150.00 | | 0.00 | | | |
| E 53 | WDJT | 07/26/18 | 07/26/18 | 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: 07/23/18 | 07/29/18 | ---1--- | | 1 | | | | \$150.00 | | 0.00 | | | |
| E 54 | WDJT | 07/27/18 | 07/27/18 | 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: 07/23/18 | 07/29/18 | ----1-- | | 1 | | | | \$150.00 | | 0.00 | | | |
| N 55 | WDJT | 07/25/18 | 07/25/18 | Y&R 11a-12p The Young & the Restless 11a- | CM | 11a - 12p | --W---- | :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 | --W---- | | 1 | | | | \$200.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | 51 | \$12,685.00 | |

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: |
|------------------------------|--------------|

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 |