

ORDER WORKSHEET

Rep Order# 9421733 Ver# 9 Status Revised Traffic Order# 77818

Last Received: 10/10/14 11:10 AM

Printed: 10/10/14 11:15 AM

1 of 4

Station WSAW-TV WAUSAU
Advertiser (BURM) BURKE, MARY
Product BURKE/G/D
Estimate# 3752
Buyer Jesse Demastrie

Agency (GHEE) GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 188/201/3752
Flight Dates 10/07/14-10/13/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (MJO) MIKE JONES
Sales Assistant JACOB
Salesperson Phone# 202-872-5880
Salesperson Fax# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

CHRIS...REVISION TO SHOW SOME 30'S CONVERTED INTO BOOKENDS. PLEASE CONFIRM. THANKS

*Order Revised - No Change in ~~rate~~ total
or grid rate. w/ 10/10*

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Tu-F, M	5A-6A	SUNRISE 7 (FIRST HOUR)	30	-	4	\$150.00	10/07-10/13	5	5	\$750.00
2	Tu-F, M	6A-7A	SUNRISE 7 (SECOND HOUR)	30	-	4	\$200.00	10/07-10/13	5	5	\$1,000.00
3	Tu-F, M	7A-9A	CBS THIS MORNING	30	-	4	\$150.00	10/07-10/13	5	5	\$750.00
4	Sa	6A-8A	CBS THIS MORNING SATURDAY	30	-	4	\$150.00	10/11-10/11	1	1	\$150.00
5	Su	7A-8A	SUNRISE 7 SUNDAY	30	-	4	\$150.00	10/12-10/12	1	1	\$150.00
6	Su	8A-930A	CBS SUNDAY MORNING	30	-	4	\$300.00	10/12-10/12	1	1	\$300.00
7*	Tu-F, M	9A-930A	MILLIONAIRE	30	-	4	\$60.00	10/07-10/13	1	1	\$60.00
Sales remark: V9 1X OUT MON 10/13 V9 Comment Changed, Spots/week Changed											
8	Tu-F, M	930A-10A	MILLIONAIRE	30	-	4	\$75.00	10/07-10/13	2	2	\$150.00
9	Tu-F, M	10A-11A	PRICE IS RIGHT	30	-	4	\$250.00	10/07-10/13	3	3	\$750.00
10	Tu-F, M	11A-12P	YOUNG & THE RESTLESS	30	-	4	\$250.00	10/07-10/13	3	3	\$750.00

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EC'd Yes

Traffic Order# 77818

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Showing Buylines:

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All Lines

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Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
11*	Tu-F, M	12P-1230P	NEWSCHANNEL 7 AT NOON	30	-	4	\$500.00	10/07-10/13	2	2	\$1,000.00
Sales remark: V9 IX OUT MON 10/13											
V9 Comment Changed, Spots/week Changed											
12	Tu-F, M	1230P-2P	SOAPS	30	-	4	\$150.00	10/07-10/13	4	4	\$600.00
13	Tu-F, M	1P-2P	SOAPS	30	-	-	\$25.00	10/07-10/13	0	0	\$0.00
14	Tu-F, M	2P-3P	LET'S MAKE A DEAL	30	-	4	\$150.00	10/07-10/13	4	4	\$600.00
15*	Tu-F, M	3P-4P	MEREDITH VIERA	30	-	4	\$80.00	10/07-10/13	3	3	\$240.00
Sales remark: V9 IX TAKEN OUT MON 10/13											
V9 Comment Changed, Spots/week Changed											
16	Tu-F, M	4P-5P	ELLEN	30	-	4	\$200.00	10/07-10/13	4	4	\$800.00
17	Tu-F, M	5P-528P	NEWSCHANNEL 7 AT 5PM	30	-	4	\$750.00	10/07-10/13	5	5	\$3,750.00
18	Tu-F, M	528P-6P	CBS NEWS BREAK (528P&545P)	30	-	-	\$2,000.00	10/07-10/13	0	0	\$0.00
19	Tu-F, M	6P-630P	NEWSCHANNEL 7 AT 6PM	30	-	3	\$1,500.00	10/07-10/13	3	3	\$4,500.00
20	Sa	6P-630P	NEWSCHANNEL 7 AT 6PM-SAT	30	-	4	\$200.00	10/11-10/11	1	1	\$200.00
21	Tu-F, M	630P-7P	INSIDE EDITION	30	-	4	\$300.00	10/07-10/13	3	3	\$900.00
22	M	9P-10P	NCIS: LA	30	-	4	\$1,000.00	10/13-10/13	1	1	\$1,000.00
23	W	8P-9P	CRIMINAL MINDS	30	-	4	\$1,000.00	10/08-10/08	1	1	\$1,000.00
24	F	9P-10P	BLUE BLOODS	30	-	4	\$1,000.00	10/10-10/10	1	1	\$1,000.00

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38*	M	9A-930A	MILLIONAIRE	15	-	-	\$30.00	10/13-10/13	2	2	\$60.00
Buy Comment: BOOKENDS Sales remark: V9 ADDED V9 Added											

REPORT TOTALS

Report Totals: 85 / \$32,320.00

SALES MONTHLY TOTALS

Oct2014: 85 / \$32,320.00

Order Totals: 85 / \$32,320.00 Total GRES: 0.0

COMPETITIVE

Market Totals	CABL	UNKN	WJFW	WJFW	WJFW	WJFW	WJFW	WJFW	WJFW	WJFW	WJFW
\$82,871.79	.00%	.00%	.00%	.00%	.00%	.00%	.00%	.00%	.00%	.00%	.00%
	31.00%	39.00%									

Books (FEB13)
Demos RA35+

CREDIT RISK

STANDARD CREDIT TERMS