

ORDER WORKSHEET

Rep Order# 9434781 Ver# 1 Status New

Traffic Order#

85732

Printed: 10/28/14 11:59 AM
Last Received: 10/28/14 11:59 AM
Showing Buylines: All Lines

1 of 2

Station WSAW-TV WAUSAU
Advertiser (BURM) BURKE, MARY
Product BURKE/G/D
Estimate# 4026
Buyer Jesse Demestrie

Agency (GREG) GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 188/201/4026
Flight Dates 10/29/14-11/04/14

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 ---

HI CHRIS...HERE IS THE ADDITIONAL BURKE ORDER. PLEASE CONFIRM. THANKS JACOB/MIKE

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	W-F, M-Tu	5A-6A	SUNRISE 7 (FIRST HOUR)	30	- 4	-	\$150.00	10/29-11/04	2	2	\$300.00
2	W-F, M-Tu	6A-7A	SUNRISE 7 (SECOND HOUR)	30	- 4	-	\$200.00	10/29-11/04	2	2	\$400.00
3	W-F, M-Tu	7A-9A	CBS THIS MORNING	30	- 4	-	\$150.00	10/29-11/04	2	2	\$300.00
4	Su	7A-8A	SUNRISE 7 SUNDAY	30	- 4	-	\$150.00	11/02-11/02	1	1	\$150.00
5	Su	8A-930A	CBS SUNDAY MORNING	30	- 4	-	\$300.00	11/02-11/02	1	1	\$300.00
6	W-F, M	5P-528P	NEWSCHANNEL 7 AT 5PM	30	- 2	-	\$1,500.00	10/29-11/03	1	1	\$1,500.00
7	W-F, M	528P-6P	CHS NEWS BREAK (528P&545P)	30	- 4	-	\$6,000.00	10/29-11/03	1	1	\$6,000.00
8	W-F, M	6P-630P	NEWSCHANNEL 7 AT 6PM	30	- 2	-	\$2,000.00	10/29-11/03	1	1	\$2,000.00
9	W-F, M	630P-7P	INSIDE EDITION	30	- 3	-	\$500.00	10/29-11/03	1	1	\$500.00
10	W-F, M	10P-1035P	NEWSCHANNEL 7 AT 10PM	30	- 2	-	\$2,000.00	10/29-11/03	1	1	\$2,000.00
11	W-F, M	1035P-1135P	LATE SHOW W/DAVID LETTERMAN	30	- 4	-	\$150.00	10/29-11/03	1	1	\$150.00

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Ln Day Time Program

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Rate Dates Spots/
Week

Total
Spots

Total Cost

---REPORT TOTALS---

Report Totals: 14 / \$13,600.00

---SALES MONTHLY TOTALS---

Nov2014: 14 / \$13,600.00

Order Totals: 14 / \$13,600.00

Total GRPs: 0.0

---COMPETITIVE---

Market Totals

\$30,222.22

CABL .00%
WJFW 13.00%

UNKN .00%
WSAW 45.00%

WAOW 24.00%

WBWA .00%

WEXS 18.00%

Books [FEB13]
Demos RA35+

---CREDIT RISK---

STANDARD CREDIT TERMS