

ORDER V KSHFET

Rep Order# 9425646 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

80266

Printed: 10/13/14 12:08 PM
Last Received: 10/13/14 12:06 PM
Showing Buylines: All Lines

1 of 2

Station WSAW-TV WAUSAU
Advertiser (BURM) BURKE, MARY
Product BURKE/G/D
Estimate# 3810
Buyer Jesse Demastrie

Agency (GREG) GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 188/201/3810
Flight Dates 10/14/14-10/20/14

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 ---

SEE LINES 1, 5 & 16 FOR CHANGES. PLEASE CONFIRM. THANKS JACOB/MIKE

Ln	Day	Time	Program	Len	RTG/IMP Grid	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1*	Tu-F, M	5A-6A	SUNRISE 7 (FIRST HOUR)	60	-	-	\$300.00	10/14-10/20	2	2	\$600.00
			Sales remark: V3 1X ADD								
			V3 Comment Changed, Spots/week Changed								
3	Tu-F, M	7A-9A	CBS THIS MORNING	60	-	-	\$300.00	10/14-10/20	2	2	\$600.00
4	Tu-F, M	930A-10A	MILLIONAIRE	60	-	-	\$150.00	10/14-10/20	1	1	\$150.00
5*	Tu-F, M	10A-11A	PRICE IS RIGHT	60	-	-	\$500.00	10/14-10/20	0	0	\$0.00
			Sales remark: V3 1X OUT								
			V3 Comment Changed, Spots/week Changed								
6	Tu-F, M	11A-12P	YOUNG & THE RESTLESS	60	-	-	\$500.00	10/14-10/20	1	1	\$500.00
7	Tu-F, M	1230P-2P	SOAPS	60	-	-	\$300.00	10/14-10/20	1	1	\$300.00
8	Tu-F, M	2P-3P	LET'S MAKE A DEAL	60	-	-	\$300.00	10/14-10/20	1	1	\$300.00
9	Tu-F, M	3P-4P	MEREDITH VIERA	60	-	-	\$160.00	10/14-10/20	1	1	\$160.00
10	Tu-F, M	4P-5P	ELLEN	60	-	-	\$400.00	10/14-10/20	1	1	\$400.00

ORDER V KSHEET

Rep Order# 9425646 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/13/14 12:08 PM
Last Received: 10/13/14 12:06 PM
Showing Buylines: All Lines

2 of 2

Station WSAW-TV WAUSAU
Advertiser (BURM) BURKE, MARY
Product BURKE/G/D
Estimate# 3810
Buyer Jesse Demastrie

Agency (GREE) GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 188/201/3810
Flight Dates 10/14/14-10/20/14

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

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
----	-----	------	---------	-----	---------	----------------	------	-------	----------------	----------------	---------------

15	Tu-F, M	1035P-1135P	LATE SHOW W/DAVID LETTERMAN	60	-	-	\$300.00	10/14-10/20	1	1	\$300.00
----	---------	-------------	-----------------------------	----	---	---	----------	-------------	---	---	----------

16*	Tu-F, M	1135P-1235A	LATE LATE SHOW	60	-	-	\$200.00	10/14-10/20	2	2	\$400.00
-----	---------	-------------	----------------	----	---	---	----------	-------------	---	---	----------

Sales remark: V3 1X ADD
V3 Comment Changed, Spots/week Changed

---REPORT TOTALS---

Report Totals: 13 / \$3,710.00

---SALES MONTHLY TOTALS---

Oct2014: 13 / \$3,710.00
Order Totals: 13 / \$3,710.00
Total GRPs: 0.0

---COMPETITIVE---

Market Totals	CABL	UNKN	WJFW	WJFW	WJFW	WJFW	WJFW	WJFW	WJFW	WJFW	WJFW
\$11,593.75	.00%	.00%	.00%	.00%	.00%	.00%	.00%	.00%	.00%	.00%	.00%
28.00%	28.00%	32.00%	31.00%	31.00%	31.00%	31.00%	31.00%	31.00%	31.00%	31.00%	31.00%
9.00%	9.00%	9.00%	9.00%	9.00%	9.00%	9.00%	9.00%	9.00%	9.00%	9.00%	9.00%

Books [FEB13]
Demos RA35+

---CREDIT RISK---

STANDARD CREDIT TERMS