

# ORDER WORKSHEET

<b>Rep Order#</b> 9366804	<b>Ver#</b> 5	<b>Status</b> Revised	<b>Traffic Order#</b>	<b>Printed:</b> 07/24/14 1:46 PM	Duplicate	1 of 4
<b>EC'd</b> Yes				<b>Last Received:</b> 07/23/14 3:01 PM		
				<b>Showing Buylines:</b> All Lines		

<b>Station</b> WSAW-TV WAUSAU	<b>Agency</b> (GREE) GMMB	<b>Rep Firm</b> KATZ CONTINENTAL
<b>Advertiser</b> (BURM) BURKE, MARY	3050 K ST NW	<b>Sales Office</b> (DC) WASHINGTON
<b>Product</b> BURKE/GOV/DEM	WASHINGTON, DC 20007	<b>Salesperson</b> (MJO) MIKE JONES
<b>Estimate#</b> 3170	<b>Agency C/P1/P2/E</b> 188/201/3170	<b>Sales Assistant</b> JACOB
<b>Buyer</b> Jesse Demastrie	<b>Flight Dates</b> 07/19/14-07/29/14	<b>Salesperson Phone#</b> 202-872-5880
		<b>Salesperson Fax#</b> 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 ---

7/23 - SEE NEW LN 44 MG FOR 1X NA ON LN 16. NCIT PLS CNF. T/R KELLY FOR MIKE

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
<hr/>											
1	M-F	5A-6A	SUNRISE 7 (FIRST HOUR)	30	-	-	\$25.00	07/21-07/25	1	1	\$25.00
2	M-F	6A-7A	SUNRISE 7 (SECOND HOUR)	30	-	-	\$25.00	07/21-07/25	4	4	\$100.00
3	M-F	7A-9A	CBS THIS MORNING	30	-	-	\$15.00	07/21-07/25	4	4	\$60.00
4	Su	8A-930A	CBS SUNDAY MORNING	30	-	-	\$60.00	07/20-07/20	1	1	\$60.00
5	M-Tu	9A-930A	MILLIONAIRE (HOUR)	30	-	-	\$20.00	07/28-07/29	1	1	\$20.00
6	M-F	930A-10A	MILLIONAIRE (HOUR)	30	-	-	\$20.00	07/21-07/25	1	1	\$20.00
7	M-Tu	10A-11A	PRICE IS RIGHT	30	-	-	\$25.00	07/28-07/29	1	1	\$25.00
8	M-F	11A-12P	YOUNG & THE RESTLESS	30	-	-	\$25.00	07/21-07/25	1	1	\$25.00
9	M-F	1230P-2P	THE BOLD AND THE BEAUTIFUL	30	-	-	\$150.00	07/21-07/25	4	4	\$600.00
10	M-F	2P-3P	LET'S MAKE A DEAL	30	-	-	\$150.00	07/21-07/25	4	4	\$600.00
11	M-F	3P-4P	DR. PHIL	30	-	-	\$30.00	07/21-07/25	1	1	\$30.00

# ORDER WORKSHEET

**Rep Order#** 9366804
 **Ver#** 5
 **Status** Revised
 **Traffic Order#**

**EC'd** Yes
 **Last Received:** 07/23/14 3:01 PM
 **Showing Buylines:** All Lines

**Printed:** 07/24/14 1:46 PM
 Duplicate
 2 of 4

**Station** WSAW-TV WAUSAU
 **Agency** (GREE) GMMB
 **Rep Firm** KATZ CONTINENTAL

**Advertiser** (BURM) BURKE, MARY
 3050 K ST NW
 **Sales Office** (DC) WASHINGTON

**Product** BURKE/GOV/DEM
 WASHINGTON, DC 20007
 **Salesperson** (MJO) MIKE JONES

**Estimate#** 3170
 **Agency C/P1/P2/E** 188/201/3170
 **Sales Assistant** JACOB

**Buyer** Jesse Demastrie
 **Flight Dates** 07/19/14-07/29/14
 **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
12	M-F	4P-5P	ELLEN	30	-	-	\$40.00	07/21-07/25	1	1	\$40.00
13	M-F	5P-528P	NEWSCHANNEL 7 AT 5PM	30	-	-	\$75.00	07/21-07/25	5	5	\$375.00
14	M-F	528P-6P	CBS NEWS BREAK (528P&545P)	30	-	-	\$1,000.00	07/21-07/25	2	2	\$2,000.00
15	M-F	6P-630P	NEWSCHANNEL 7 AT 6PM	30	-	-	\$75.00	07/21-07/25	5	5	\$375.00
16*	Sa	6P-630P	NEWSCHANNEL 7 AT 6PM-SAT Sales remark: V5 1X NA MDGD ON NEW LN 44 V5 Comment Changed, Spots/week Changed	30	-	-	\$90.00	07/19-07/19	0	0	\$0.00
17	Su	5P-530P	CBS NEWS SUNDAY	30	-	-	\$200.00	07/20-07/20	0	0	\$0.00
18	M-F	630P-7P	INSIDE EDITION	30	-	-	\$30.00	07/21-07/25	5	5	\$150.00
19	M	9P-10P	UNDER THE DOME	30	-	-	\$250.00	07/21-07/21	1	1	\$250.00
20	W	7P-8P	BIG BROTHER 16	30	-	-	\$120.00	07/23-07/23	1	1	\$120.00
21	Th	8P-9P	BIG BROTHER 16	30	-	-	\$225.00	07/24-07/24	1	1	\$225.00
22	Sa	9P-10P	48 HOURS	30	-	-	\$300.00	07/19-07/19	0	0	\$0.00
23	Su	6P-7P	60 MINUTES	30	-	-	\$1,000.00	07/20-07/20 07/27-07/27	1 1	1 1	\$2,000.00
24	Su	7P-8P	BIG BROTHER 16	30	-	-	\$200.00	07/20-07/20	1	1	\$200.00
25	M-F	10P-1035P	NEWSCHANNEL 7 AT 10PM	30	-	-	\$125.00	07/21-07/25	5	5	\$625.00

# ORDER WORKSHEET

<b>Rep Order#</b> 9366804	<b>Ver#</b> 5	<b>Status</b> Revised	<b>Traffic Order#</b>	<b>Printed:</b> 07/24/14 1:46 PM	Duplicate	3 of 4
<b>EC'd</b> Yes				07/23/14 3:01 PM		
			<b>Last Received:</b>	All Lines		
			<b>Showing Buylines:</b>			

<b>Station</b> WSAW-TV WAUSAU	<b>Agency</b> (GREE) GMMB	<b>Rep Firm</b> KATZ CONTINENTAL
<b>Advertiser</b> (BURM) BURKE, MARY	3050 K ST NW	<b>Sales Office</b> (DC) WASHINGTON
<b>Product</b> BURKE/GOV/DEM	WASHINGTON, DC 20007	<b>Salesperson</b> (MJO) MIKE JONES
<b>Estimate#</b> 3170	<b>Agency C/P1/P2/E</b> 188/201/3170	<b>Sales Assistant</b> JACOB
<b>Buyer</b> Jesse Demastrie	<b>Flight Dates</b> 07/19/14-07/29/14	<b>Salesperson Phone#</b> 202-872-5880
		<b>Salesperson Fax#</b> 202-872-0263

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
-----											
26	Su	10P-1035P	NEWSCHANNEL 7 AT 10PM-SUN	30	-	-	\$100.00	07/20-07/20	1	1	\$100.00
27	M-F	1035P-1135P	LATE SHOW W/DAVID LETTERMAN	30	-	-	\$40.00	07/21-07/25	1	1	\$40.00
28	Su	1035P-1135P	FACE THE NATION	30	-	-	\$20.00	07/20-07/20	1	1	\$20.00
29	M-Tu	5A-6A	SUNRISE 7 (FIRST HOUR)	30	-	-	\$20.00	07/28-07/29	1	1	\$20.00
30	M-Tu	6A-7A	SUNRISE 7 (SECOND HOUR)	30	-	-	\$25.00	07/28-07/29	2	2	\$50.00
31	M-Tu	7A-9A	CBS THIS MORNING	30	-	-	\$20.00	07/28-07/29	2	2	\$40.00
32	M-Tu	11A-12P	YOUNG & THE RESTLESS	30	-	-	\$25.00	07/28-07/29	2	2	\$50.00
33	M-Tu	3P-4P	DR. PHIL	30	-	-	\$30.00	07/28-07/29	2	2	\$60.00
34	M-Tu	4P-5P	ELLEN	30	-	-	\$40.00	07/28-07/29	2	2	\$80.00
35	M-Tu	5P-528P	NEWSCHANNEL 7 AT 5PM	30	-	-	\$200.00	07/28-07/29	1	1	\$200.00
36	M-Tu	528P-6P	CBS NEWS BREAK (528P&545P)	30	-	-	\$1,000.00	07/28-07/29	1	1	\$1,000.00
37	M-Tu	6P-630P	NEWSCHANNEL 7 AT 6PM	30	-	-	\$100.00	07/28-07/29	2	2	\$200.00
38	M-Tu	630P-7P	INSIDE EDITION	30	-	-	\$30.00	07/28-07/29	2	2	\$60.00
39	M-Tu	10P-1035P	NEWSCHANNEL 7 AT 10PM	30	-	-	\$125.00	07/28-07/29	2	2	\$250.00
40	M-Tu	1035P-1135P	LATE SHOW W/DAVID LETTERMAN	30	-	-	\$40.00	07/28-07/29	2	2	\$80.00
41	Th	9P-10P	ELEMENTARY	30	-	-	\$1,000.00	07/24-07/24	1	1	\$1,000.00

# ORDER WORKSHEET

**Rep Order#** 9366804
 **Ver#** 5
 **Status** Revised
 **Traffic Order#**

**EC'd** Yes
 **Last Received:** 07/23/14 3:01 PM
 **Showing Buylines:** All Lines

**Printed:** 07/24/14 1:46 PM
 Duplicate
 4 of 4

**Station** WSAW-TV WAUSAU
 **Agency** (GREE) GMMB
 **Rep Firm** KATZ CONTINENTAL

**Advertiser** (BURM) BURKE, MARY
 3050 K ST NW
 **Sales Office** (DC) WASHINGTON

**Product** BURKE/GOV/DEM
 WASHINGTON, DC 20007
 **Salesperson** (MJO) MIKE JONES

**Estimate#** 3170
 **Agency C/P1/P2/E** 188/201/3170
 **Sales Assistant** JACOB

**Buyer** Jesse Demastrie
 **Flight Dates** 07/19/14-07/29/14
 **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
42	Th	8P-9P	BIG BROTHER	30	-	-	\$1,500.00	07/24-07/24	1	1	\$1,500.00
43	Su	7P-8P	BIG BROTHER	30	-	-	\$600.00	07/27-07/27	1	1	\$600.00
44*	Sa	6P-630P	NEWSCHANNEL 7 AT 6PM-SAT	30	-	-	\$90.00	07/26-07/26	1	1	\$90.00
Sales remark: V5 MG FOR 1X NA ON LN 16											
V5 Added											

---REPORT TOTALS---

Report Totals: 80 / \$13,365.00

---SALES MONTHLY TOTALS---

Jul2014: 57/ \$11,230.00
 Aug2014: 23/ \$2,135.00

Order Totals: 80 / \$13,365.00      Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$31,866.95	CABL .03%	UNKN .03%	WAOW 19.00%	WBWA .00%	WFXS 6.00%
		WJFW 33.00%	WSAW 41.94%			

Books [FEB13]

Demos RA35+

--- CREDIT RISK ---

STANDARD CREDIT TERMS