

# ORDER



**Orders**  
**Order / Rev:** 315819  
**Alt Order #:**  
**Product Desc:** 2016 Supreme Court 0308  
**Estimate:**  
**Flight Dates:** 03/08/16 - 03/21/16  
**Original Date / Rev:** 03/04/16 / 03/16/16  
**Order Type:** NORMAL

**WEAU**  
**Primary AE:** Jami Clish  
**Sales Office:** EAUR  
**Sales Region:** Regl

**Agency Name:** Nonbox - Eisner  
**Buying Contact:**  
**Billing Contact:**  
 5307 S 92 St  
 Hales Corner, WI 53130

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Wisconsin Alliance for Reform  
**Demographic:** A35+  
**Product Codes:** Issue - State - Other  
**Priority:** P-01  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 61837  
**Agency External ID:** 4027

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/29/16	03/21/16	109	\$41,900.00	\$35,615.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2016	109	\$41,900.00	\$35,615.00	0.00
<b>Totals</b>	<b>109</b>	<b>\$41,900.00</b>	<b>\$35,615.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jami Clish			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEAU	03/08/16	03/21/16	Today Show Today Show	CM	7a-9a	21111--	:30	6	\$600.00	P-01	0.00	NM	12	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-2111--		5				\$600.00		0.00			
		Week: 03/14/16	03/20/16	11111--		5				\$600.00		0.00			
		Week: 03/21/16	03/27/16	2-----		2				\$600.00		0.00			
N 2	WEAU	03/08/16	03/21/16	Today Show II Today Show II	CM	9a-10a	11111--	:30	5	\$100.00	P-01	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-1111--		4				\$100.00		0.00			
		Week: 03/14/16	03/20/16	11111--		5				\$100.00		0.00			
		Week: 03/21/16	03/27/16	1-----		1				\$100.00		0.00			
N 3	WEAU	03/08/16	03/21/16	WEAU 13 News @ Noon WEAU 13 News @ Noon	CM	1158a-1230p	11111--	:30	5	\$300.00	P-01	0.00	NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-1111--		4				\$300.00		0.00			
		Week: 03/14/16	03/20/16	11111--		5				\$300.00		0.00			
		Week: 03/21/16	03/27/16	1-----		1				\$300.00		0.00			
N 4	WEAU	03/08/16	03/21/16	M-F 130p-2p M-F 130p-2p	CM	130p-2p	11111--	:30	5	\$100.00	P-01	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-1111--		4				\$100.00		0.00			

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 Alt Order #:  
 Flight Dates: 03/08/16 - 03/21/16

Advertiser: Wisconsin Alliance for Reform  
 Product Desc: 2016 Supreme Court 0308  
 Estimate:  
**WEAU**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WEAU	03/08/16	03/21/16	M-F 130p-2p M-F 130p-2p	CM	130p-2p	11111--	:30	5	\$100.00	P-01	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-1111--		4				\$100.00		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>		
		4	WEAU	03/07/16-03/13/16	M-F 130p-2p	130p-2p	-TwThF----	:30		<del>(\$100.00)</del>		0.00	NM		
		See MG 4.11 [Preempted in Recon - Live Event]													
		11	WEAU	03/17/16-03/17/16	M-F 3p-4p	3p-4p	---Th-----	:30		\$100.00		0.00	NM		
		Ⓜ MG for 4.4 03/11 [makegood]													
		Week: 03/14/16	03/20/16	11111--		5				\$100.00		0.00			
		Week: 03/21/16	03/27/16	1-----		1				\$100.00		0.00			
N 5	WEAU	03/08/16	03/21/16	M-F 3p-4p M-F 3p-4p	CM	3p-4p	11111--	:30	5	\$100.00	P-01	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-1111--		4				\$100.00		0.00			
		Week: 03/14/16	03/20/16	11111--		5				\$100.00		0.00			
		Week: 03/21/16	03/27/16	1-----		1				\$100.00		0.00			
N 6	WEAU	03/08/16	03/21/16	Jeopardy M-F Jeopardy M-F	CM	4p-430p	11111--	:30	5	\$200.00	P-01	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-1111--		4				\$200.00		0.00			
		Week: 03/14/16	03/20/16	11111--		5				\$200.00		0.00			
		Week: 03/21/16	03/27/16	1-----		1				\$200.00		0.00			
N 7	WEAU	03/08/16	03/21/16	WEAU 13 News @ 5p WEAU 13 News @ 5p	CM	5p-530p	11111--	:30	5	\$400.00	P-01	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-1111--		4				\$400.00		0.00			
		Week: 03/14/16	03/20/16	11111--		5				\$400.00		0.00			
		Week: 03/21/16	03/27/16	1-----		1				\$400.00		0.00			
N 8	WEAU	03/08/16	03/21/16	WEAU 13 News @ 6p WEAU 13 News @ 6p	CM	6p-630	11111--	:30	5	\$600.00	P-01	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-1111--		4				\$600.00		0.00			
		Week: 03/14/16	03/20/16	11111--		5				\$600.00		0.00			
		Week: 03/21/16	03/27/16	1-----		1				\$600.00		0.00			
N 9	WEAU	03/08/16	03/21/16	Wheel of Fortune M-F Wheel of Fortune M-F	CM	630p-7p	11111--	:30	5	\$600.00	P-01	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-1111--		4				\$600.00		0.00			
		Week: 03/14/16	03/20/16	11111--		5				\$600.00		0.00			
		Week: 03/21/16	03/27/16	1-----		1				\$600.00		0.00			
N 10	WEAU	03/08/16	03/21/16	WEAU 13 News @ 10p M-F WEAU 13 News @ 10p M-F (10:00 PM-10:30 PM)	CM	10:00 PM-10:30 PM	11111--	:30	5	\$800.00	P-01	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-1111--		4				\$800.00		0.00			
		Week: 03/14/16	03/20/16	11111--		5				\$800.00		0.00			
		Week: 03/21/16	03/27/16	1-----		1				\$800.00		0.00			
N 11	WEAU	03/08/16	03/21/16	Weekend Rotator Weekend Rotator (5:00 PM-5:30 PM)	CM	5:00 PM-5:30 PM	-----1-	:30	1	\$300.00	P-01	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-----1-		1				\$300.00		0.00			
		Week: 03/14/16	03/20/16	-----1-		1				\$300.00		0.00			
		Week: 03/21/16	03/27/16	-----		0				\$300.00		0.00			
N 12	WEAU	03/08/16	03/13/16	WEAU 13 News @ 6p S&M WEAU 13 News @ 6p Sat	CM	6p-630p	-----S-	:30	1	\$500.00	P-01	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: 03/07/16	03/13/16	-----S-		1				\$500.00		0.00			
N 13	WEAU	03/08/16	03/21/16	Wheel of Fortune Sa Wheel of Fortune Sa	CM	630p-7p	-----1-	:30	1	\$500.00	P-01	0.00	NM	2	\$1,000.00

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 Estimate:  
**WEAU**

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N 13	WEAU	03/08/16	03/21/16	Wheel of Fortune Sa Wheel of Fortune Sa	CM	630p-7p	-----1-	:30	1	\$500.00	P-01	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-----1-		1				\$500.00		0.00			
		Week: 03/14/16	03/20/16	-----1-		1				\$500.00		0.00			
		Week: 03/21/16	03/27/16	-----		0				\$500.00		0.00			
N 14	WEAU	03/08/16	03/21/16	Su Today Su Today	CM	7a-8a	-----1	:30	1	\$300.00	P-01	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/07/16	03/13/16	-----1		1				\$300.00		0.00			
		Week: 03/14/16	03/20/16	-----1		1				\$300.00		0.00			
		Week: 03/21/16	03/27/16	-----		0				\$300.00		0.00			
Totals													109	\$41,900.00	