

## ORDER



**Orders**  
**Order / Rev:** 324977  
**Alt Order #:**  
**Product Desc:** 2016 Supreme Court 0328  
**Estimate:**  
**Flight Dates:** 03/28/16 - 04/05/16  
**Original Date / Rev:** 03/21/16 / 04/01/16  
**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:** HH  
**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
03/28/16	04/05/16	73	\$29,300.00	\$24,905.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2016	73	\$29,300.00	\$24,905.00	0.00
<b>Totals</b>	<b>73</b>	<b>\$29,300.00</b>	<b>\$24,905.00</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	03/29/16	04/05/16	Today Show II	CM	9a-10a	11111--	:30	5	\$100.00	P-01	0.00	NM	6	\$600.00
				Today Show II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	-1111--		4				\$100.00		0.00			
		Week: 04/04/16	04/10/16	11-----		2				\$100.00		0.00			
N 2	WEAU	03/28/16	04/05/16	WEAU 13 News @ 5p	CM	5p-530p	11111--	:30	5	\$400.00	P-01	0.00	NM	7	\$3,000.00
				WEAU 13 News @ 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	11111--		5				\$400.00		0.00			
		Week: 04/04/16	04/10/16	1-----		1				\$400.00		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>		
	6	WEAU	04/04/16-04/10/16	WEAU 13 News @ 5p		5p-530p	M-----	:30		<del>(\$400.00)</del>		0.00	NM		
			See MG 2.7,2.8 [Preempt]												
	7	NEAU	04/01/16-04/01/16	WEAU 13 News @ Noon		1158a-1230p	-----F----	:30		\$400.00		0.00	NM		
			Ⓜ MG for 5.6,2.6 [makegood]												
	8	NEAU	04/01/16-04/01/16	Jeopardy M-F		4p-430p	-----F----	:30		\$600.00		0.00	NM		
			Ⓜ MG for 5.6,2.6 [makegood]												
N 3	WEAU	03/28/16	04/05/16	Wheel of Fortune M-F	CM	630p-7p	11111--	:30	5	\$600.00	P-01	0.00	NM	6	\$3,600.00
				Wheel of Fortune M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	11111--		5				\$600.00		0.00			
		Week: 04/04/16	04/10/16	1-----		1				\$600.00		0.00			

Order / Rev: 324977  
 Alt Order #:  
 Flight Dates: 03/28/16 - 04/05/16

Advertiser: Wisconsin Alliance for Reform  
 Product Desc: 2016 Supreme Court 0328  
 Estimate:  
**WEAU**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WEAU	03/28/16	04/05/16	Jeopardy M-F Jeopardy M-F	CM	4p-430p	11111--	:30	5	\$200.00	P-01	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 03/28/16	04/03/16	11111--		5			\$200.00			0.00			
		Week: 04/04/16	04/10/16	1-----		1			\$200.00			0.00			
N 5	WEAU	03/28/16	04/05/16	WEAU 13 News @ 6p WEAU 13 News @ 6p	CM	6p-630	11111--	:30	5	\$600.00	P-01	0.00	NM	5	\$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: 03/28/16	04/03/16	11111--		5			\$600.00			0.00			
		Week: 04/04/16	04/10/16	1-----		1			\$600.00			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>		
	6	WEAU	04/04/16-04/10/16	WEAU 13 News @ 6p		6p-630	M-----	:30		<del>(\$600.00)</del>		0.00	NM		
		See MG 2.7,2.8 [Preempt]													
N 6	WEAU	03/28/16	04/05/16	WEAU 13 News @ Noon WEAU 13 News @ Noon	CM	1158a-1230p	11111--	:30	5	\$300.00	P-01	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 03/28/16	04/03/16	11111--		5			\$300.00			0.00			
		Week: 04/04/16	04/10/16	1-----		1			\$300.00			0.00			
N 7	WEAU	03/28/16	04/05/16	M-F 130p-2p M-F 130p-2p	CM	130p-2p	11111--	:30	5	\$100.00	P-01	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 03/28/16	04/03/16	11111--		5			\$100.00			0.00			
		Week: 04/04/16	04/10/16	1-----		1			\$100.00			0.00			
N 8	WEAU	04/02/16	04/02/16	M-Su 430a-12a M-Su 430a-12a	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	-----1-	:30	1	\$300.00	P-01	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 03/28/16	04/03/16	-----1-		1			\$300.00			0.00			
N 9	WEAU	03/28/16	04/05/16	M-F 3p-4p M-F 3p-4p	CM	3p-4p	11111--	:30	5	\$100.00	P-01	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 03/28/16	04/03/16	11111--		5			\$100.00			0.00			
		Week: 04/04/16	04/10/16	1-----		1			\$100.00			0.00			
N 10	WEAU	03/28/16	04/02/16	WEAU 13 News @ 6p S&M WEAU 13 News @ 6p Sat	CM	6p-630p	-----1-	: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: 03/28/16	04/03/16	-----1-		1			\$500.00			0.00			
N 11	WEAU	03/28/16	04/05/16	Su Today Su Today	CM	7a-8a	-----1	:30	1	\$300.00	P-01	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 03/28/16	04/03/16	-----1		1			\$300.00			0.00			
		Week: 04/04/16	04/10/16	-----		0			\$300.00			0.00			
N 12	WEAU	04/02/16	04/02/16	Wheel of Fortune Sa Wheel of Fortune Sa	CM	630p-7p	-----1-	: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: 03/28/16	04/03/16	-----1-		1			\$500.00			0.00			
N 13	WEAU	03/28/16	04/05/16	WEAU 13 News @ 10p M WEAU 13 News @ 10p M-F	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	11111--	:30	5	\$800.00	P-01	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 03/28/16	04/03/16	11111--		5			\$800.00			0.00			
		Week: 04/04/16	04/10/16	1-----		1			\$800.00			0.00			
N 14	WEAU	03/31/16	03/31/16	Thursday Prime Hr 3 Thursday Prime Hr 3	CM	9p-10p	---1---	: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: 03/28/16	04/03/16	---1---		1			\$500.00			0.00			
N 15	WEAU	03/28/16	04/05/16	Today Show Today Show	CM	7a-9a	21212--	:30	8	\$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: 03/28/16	04/03/16	21212--		8			\$600.00			0.00			
		Week: 04/04/16	04/10/16	22-----		4			\$600.00			0.00			

Order / Rev: 324977  
Alt Order #:  
Flight Dates: 03/28/16 - 04/05/16

Advertiser: Wisconsin Alliance for Reform  
Product Desc: 2016 Supreme Court 0328  
Estimate:  
**WEAU**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	WEAU	04/02/16	04/02/16	WEAU 13 News @ 10p SM WEAU 13 News @ 10p Sat		10p-1030p	-----1-	:30	1	\$700.00	P-01	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/28/16	04/03/16	-----1-		1				\$700.00		0.00			
N 17	WEAU	03/30/16	04/05/16	WEAU 13 News Today CM WEAU 13 News Today		10a-1030a	MTWT---	:30	1	\$100.00	P-01	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/28/16	04/03/16	--WT---		1				\$100.00		0.00			
Week:		04/04/16	04/10/16	-----		0				\$0.00		0.00			
													Totals	73	\$29,300.00