

## ORDER



**Orders**  
**Order / Rev:** 287870  
**Alt Order #:** 08259937  
**Product Desc:** RUSS FEINGOLD 4 SEN  
**Estimate:** 4320  
**Flight Dates:** 08/23/16 - 08/30/16  
**Original Date / Rev:** 05/27/16 / 08/23/16  
**Order Type:** GENERAL

WDJT-TV-LP CBS58

**Primary AE:** Mica Hansen  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Canal Partners Media  
**Buying Contact:**  
**Billing Contact:**  
 1027 33rd St. NW  
 Washington, DC 20007

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

**Advertiser**  
**Name:** Poll/R Feingold/D/Sen/WI  
**Demographic:** A35+  
**Product Codes:** PL Candidate  
**Priority:** P-2  
**Revenue Codes:** AGY, POL, CAND

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

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/28/16	27	\$11,060.00	\$9,401.00
08/29/16	08/30/16	7	\$1,440.00	\$1,224.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	27	\$11,060.00	\$9,401.00	0.00
September 2016	7	\$1,440.00	\$1,224.00	0.00
<b>Totals</b>	<b>34</b>	<b>\$12,500.00</b>	<b>\$10,625.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mica Hansen			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP CBS58	23%	\$12,500.00
Market	100%	\$54,347.83

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	26%	\$14,130.43
WITI	31%	\$16,847.83
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	20%	\$10,869.57
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	08/24/16	08/26/16	M-F Late News	CM	10p-1035p	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
				M-F Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	--WTF--		3				\$800.00		0.00			
E 2	WDJT	08/23/16	08/26/16	Morn News Sun-TH 430x5	CM	430x-5x	-TWT----	:30	3	\$50.00	P-2	0.00	NM	3	\$150.00
				Mrg News Sun-Th 430x-5x											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 287870  
Alt Order #: 08259937  
Flight Dates: 08/23/16 - 08/30/16

Advertiser: Poli/R Feingold/D/Sen/WI  
Product Desc: RUSS FEINGOLD 4 SEN  
Estimate: 4320

WDJT-TV-LP CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	08/23/16	08/26/16	Morn News Sun-TH 430x-5x Mrg News Sun-Th 430x-5x	CM	430x-5x	-TWT---	:30	3	\$50.00	P-2	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	-TWT---					3	\$50.00		0.00			
E 3	WDJT	08/24/16	08/26/16	M-F 5pm News M-F 5pm News	CM	5p-530p	--WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	--WTF--					3	\$300.00		0.00			
E 4	WDJT	08/24/16	08/26/16	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	--WTF--	:30	3	\$50.00	P-2	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	--WTF--					3	\$50.00		0.00			
E 5	WDJT	08/24/16	08/26/16	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	--WTF--					3	\$800.00		0.00			
E 6	WDJT	08/24/16	08/26/16	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	--WTF--	:30	3	\$80.00	P-2	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	--WTF--					3	\$80.00		0.00			
E 7	WDJT	08/24/16	08/26/16	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	--WTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	--WTF--					3	\$1,200.00		0.00			
E 8	WDJT	08/24/16	08/26/16	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	--WTF--	:30	3	\$80.00	P-2	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	--WTF--					3	\$80.00		0.00			
E 9	WDJT	08/27/16	08/27/16	Sat Late News Sat Late News	CM	10p-1035p	-----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	-----1-					1	\$600.00		0.00			
E 10	WDJT	08/27/16	08/27/16	CBS Sat Morn Nws 6a-8a CBS Sat Morn Nws 6a-8a	CM	6a-8a	-----1-	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	-----1-					1	\$80.00		0.00			
E 11	WDJT	08/28/16	08/28/16	Face the Nation Face the Nation	CM	930a-1030a	-----1	:30	1	\$300.00	P-2	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: 08/22/16	08/28/16	-----1					1	\$300.00		0.00			
E 12	WDJT	08/29/16	08/30/16	M-F Late News M-F Late News	CM	10p-1035p	MT-----	:30	1	\$800.00	P-2	0.00	NM	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: 08/29/16	09/04/16	MT-----					1	\$800.00		0.00			
E 13	WDJT	08/29/16	08/30/16	Morn News Sun-TH 430x-5x Mrg News Sun-Th 430x-5x	CM	430x-5x	M-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/29/16	09/04/16	M-----					1	\$50.00		0.00			
E 14	WDJT	08/29/16	08/30/16	M-F 5pm News M-F 5pm News	CM	5p-530p	MT-----	:30	1	\$300.00	P-2	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: 08/29/16	09/04/16	MT-----					1	\$300.00		0.00			
E 15	WDJT	08/29/16	08/30/16	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	MT-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/29/16	09/04/16	MT-----					1	\$50.00		0.00			
E 16	WDJT	08/29/16	08/30/16	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	MT-----	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/29/16	09/04/16	MT-----					1	\$80.00		0.00			

Order / Rev: 287870  
 Alt Order #: 08259937  
 Flight Dates: 08/23/16 - 08/30/16

Advertiser: Poli/R Feingold/D/Sen/WI  
 Product Desc: RUSS FEINGOLD 4 SEN  
 Estimate: 4320

WDJT-TV-LP CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WDJT	08/29/16	08/30/16	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	MT-----	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/29/16	09/04/16	MT-----		1			\$80.00			0.00			
E 17	WDJT	08/29/16	08/30/16	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a		7a-9a	MT-----	:30	2	\$80.00	P-2	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/29/16	09/04/16	MT-----		2			\$80.00			0.00			
													Totals	34	\$12,500.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WDJT - TV Milwaukee, WI	<b>Date:</b> 04/18/2016
---	----------------------------

I, Alex Nathanson

being/on behalf of: Feingold, Russell D., a legally

qualified candidate of the Democratic political

party for the office of: US Senate

in the Primary

election to be held on: 08/09/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**SEE ATTACHED**

Date of First Broadcast: 04/18/2016

Date of Last Broadcast: 04/25/2016

**Total Charges: \$\*\*\*\*\*12,930.00 NET**

I represent that the payment for the above described broadcast time has been furnished by:

Run for Wisconsin

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Joe Sensenbrenner, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

04/18/2016

Date



Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

