

## ORDER



**Orders**  
**Order / Rev:** 287873  
**Alt Order #:** 08259954  
**Product Desc:** RUSS FEINGOLD 4 SEN  
**Estimate:** 4319  
**Flight Dates:** 08/30/16 - 09/06/16  
**Original Date / Rev:** 05/27/16 / 08/30/16  
**Order Type:** GENERAL  
**Primary AE:** Mica Hansen  
**Sales Office:** HDC  
**Sales Region:** NAT  
**WDJT-TV-LP CBS58**

**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:** Pol/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					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/29/16	09/06/16	74	\$26,750.00	\$22,737.50	September 2016	74	\$26,750.00	\$22,737.50	0.00
					Totals	74	\$26,750.00	\$22,737.50	0.00

## 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%	\$26,750.00
Market	100%	\$116,304.35

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	26%	\$30,239.13
WITI	31%	\$36,054.35
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	20%	\$23,260.87
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	08/31/16	09/02/16	M-F Late News M-F Late News	CM	10p-1035p	--WTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$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: 08/29/16	09/04/16	--WTF--			5			\$800.00		0.00			
E 2	WDJT	08/30/16	09/02/16	Morn News Sun-TH 430AM Mrgn 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: 08/29/16	09/04/16	-TWT---			3			\$50.00		0.00			

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Product Desc: RUSS FEINGOLD 4 SEN  
Estimate: 4319

WDJT-TV-LP CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	08/31/16	09/02/16	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: 08/29/16	09/04/16	--WTF--					3	\$300.00		0.00			
E 4	WDJT	08/31/16	09/02/16	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	--WTF--	:30	5	\$50.00	P-2	0.00	NM	5	\$250.00
		<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	--WTF--					5	\$50.00		0.00			
E 5	WDJT	08/31/16	09/02/16	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: 08/29/16	09/04/16	--WTF--					3	\$800.00		0.00			
E 6	WDJT	08/31/16	09/02/16	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	--WTF--	:30	5	\$80.00	P-2	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/29/16	09/04/16	--WTF--					5	\$80.00		0.00			
E 7	WDJT	08/31/16	09/02/16	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: 08/29/16	09/04/16	--WTF--					3	\$1,200.00		0.00			
E 8	WDJT	08/31/16	09/02/16	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	--WTF--	:30	5	\$80.00	P-2	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/29/16	09/04/16	--WTF--					5	\$80.00		0.00			
E 9	WDJT	09/03/16	09/03/16	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: 08/29/16	09/04/16	-----1-					1	\$600.00		0.00			
E 10	WDJT	09/03/16	09/03/16	CBS Sat Morn Nws 6a-8a CBS Sat Morn Nws 6a-8a	CM	6a-8a	-----S-	:30	1	\$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	-----S-					2	\$80.00		0.00			
E 11	WDJT	09/04/16	09/04/16	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: 08/29/16	09/04/16	-----1					1	\$300.00		0.00			
E 13	WDJT	09/04/16	09/06/16	Morn News Sun-TH 430x5 Mrng News Sun-Th 430x-5x	CM	430x-5x	M-----S	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<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	-----S					1	\$50.00		0.00			
		Week: 09/05/16	09/11/16	M-----					1	\$50.00		0.00			
E 14	WDJT	09/05/16	09/06/16	M-F 5pm News M-F 5pm News	CM	5p-530p	MT-----	:30	2	\$300.00	P-2	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: 09/05/16	09/11/16	MT-----					2	\$300.00		0.00			
E 15	WDJT	09/05/16	09/06/16	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	MT-----	: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: 09/05/16	09/11/16	MT-----					3	\$50.00		0.00			
E 16	WDJT	09/05/16	09/06/16	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$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: 09/05/16	09/11/16	MT-----					2	\$800.00		0.00			
E 17	WDJT	09/05/16	09/06/16	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	MT-----	: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: 09/05/16	09/11/16	MT-----					3	\$80.00		0.00			
E 18	WDJT	09/05/16	09/06/16	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	MT-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00

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WDJT-TV-LP CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WDJT	09/05/16	09/06/16	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	MT-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$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: 09/05/16	09/11/16	MT-----					2	\$1,200.00		0.00			
E 19	WDJT	09/05/16	09/06/16	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	MT-----	: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: 09/05/16	09/11/16	MT-----					3	\$80.00		0.00			
N 20	WDJT	09/05/16	09/06/16	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	MT-----					2	\$400.00		0.00			
N 21	WDJT	09/05/16	09/06/16	LF 1035p-1137p Late Show w/Stephen Colbert	CM	1035p-1137p	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	MT-----					2	\$400.00		0.00			
N 22	WDJT	09/05/16	09/06/16	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	MT-----					2	\$400.00		0.00			
N 23	WDJT	08/31/16	09/02/16	News at Noon News at Noon	CM	12p-1230p	--WTF--	:30	3	\$200.00	P-2	0.00	NM	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: 08/29/16	09/04/16	--WTF--					3	\$200.00		0.00			
N 24	WDJT	09/05/16	09/06/16	3p-4p Dr Phil	CM	3p-4p	MT-----	:30	2	\$200.00	P-2	0.00	NM	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: 09/05/16	09/11/16	MT-----					2	\$200.00		0.00			
N 25	WDJT	09/05/16	09/06/16	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	MT-----	:30	2	\$200.00	P-2	0.00	NM	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: 09/05/16	09/11/16	MT-----					2	\$200.00		0.00			
N 26	WDJT	08/31/16	09/02/16	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	--WTF--	:30	2	\$300.00	P-2	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: 08/29/16	09/04/16	--WTF--					2	\$300.00		0.00			
N 27	WDJT	09/03/16	09/03/16	Sat 1035p-1135p The Closer	CM	1035p-1135p	-----1-	:30	1	\$200.00	P-2	0.00	NM	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: 08/29/16	09/04/16	-----1-					1	\$200.00		0.00			
N 28	WDJT	09/03/16	09/03/16	Sat 1135p-1235a Castle	CM	1135p-1235x	-----1-	:30	1	\$160.00	P-2	0.00	NM	1	\$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	-----1-					1	\$160.00		0.00			
N 29	WDJT	09/03/16	09/03/16	Sat 1235a-135a Rookie Blue	CM	1235a-135a	-----1-	:30	1	\$100.00	P-2	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: 08/29/16	09/04/16	-----1-					1	\$100.00		0.00			
N 30	WDJT	09/04/16	09/04/16	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$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: 08/29/16	09/04/16	-----1					1	\$3,000.00		0.00			
N 31	WDJT	09/05/16	09/06/16	News at Noon News at Noon	CM	12p-1230p	MT-----	:30	2	\$200.00	P-2	0.00	NM	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: 09/05/16	09/11/16	MT-----					2	\$200.00		0.00			
													Totals	74	\$26,750.00

## 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> WDT - TV Milwaukee, WI	<b>Date:</b> 04/18/2016
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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: 04/19/2016

Date of Last Broadcast: 04/25/2016

**Total Charges:** \$\*\*\*\*\*12,920.00 NET



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

Russ 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