

WOC11831214 [00.00]

Order Printout



Order Status:	Confirmed	Start/End Dates:	10/08/18 - 10/21/18	C/P/E:	188 / 183 / 1828
Traffic #:		Agency:	Strother/Nuckels Strategies	Product Desc.:	Candidate
Buyer Order #:	7824067	Advertiser:	Tony For Wisconsin	Estimate Desc.:	TE - GE TV - 10.9-10.15
AE:	Jami Clish	Buyer:		Total Cost:	\$27,600.00 (Cash)
Property:	WEAU TV	Primary Demo:	Adults 35+ (RTG)	Received Date:	10/05/18 7:42 AM
Sales Region:	Local				

Comments:

Separation: 15

List Items							Spots													Totals		Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Oct 8	Oct 15											Total Spots	Total Cost	RTG	GRP	CPP	
1	WEAU HELLO WISCONSIN 6A	NM	:30	6:00 AM-7:00 AM	M-----	400.00	0	1											1	400.00	3.20	3.20	125.00	
	(Program: WEAU HELLO WISCONSIN 6A)4QEST18 (sell)																							
1	WEAU HELLO WISCONSIN 6A	NM	:30	6:00 AM-7:00 AM	-T-----	400.00	1	0											1	400.00	3.20	3.20	125.00	
	(Program: WEAU HELLO WISCONSIN 6A)4QEST18 (sell)																							
1	WEAU HELLO WISCONSIN 6A	NM	:30	6:00 AM-7:00 AM	--W----	400.00	1	0											1	400.00	3.20	3.20	125.00	
	(Program: WEAU HELLO WISCONSIN 6A)4QEST18 (sell)																							
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	(Program: WEAU HELLO WISCONSIN 6A)4QEST18 (sell)																							
1	WEAU HELLO WISCONSIN 6A	NM	:30	6:00 AM-7:00 AM	----F--	400.00	1	0											1	400.00	3.20	3.20	125.00	
	(Program: WEAU HELLO WISCONSIN 6A)4QEST18 (sell)																							
2	TODAY SHW	NM	:30	7:00 AM-9:00 AM	M-----	400.00	0	1											1	400.00	4.20	4.20	95.24	
	(Program: TODAY SHW)4QEST18 (sell)																							
2	TODAY SHW	NM	:30	7:00 AM-9:00 AM	-T-----	400.00	1	0											1	400.00	4.20	4.20	95.24	
	(Program: TODAY SHW)4QEST18 (sell)																							
2	TODAY SHW	NM	:30	7:00 AM-9:00 AM	--W----	400.00	1	0											1	400.00	4.20	4.20	95.24	
	(Program: TODAY SHW)4QEST18 (sell)																							
2	TODAY SHW	NM	:30	7:00 AM-9:00 AM	---T---	400.00	1	0											1	400.00	4.20	4.20	95.24	
	(Program: TODAY SHW)4QEST18 (sell)																							

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Oct 8	Oct 15											Total Spots	Total Cost	RTG	GRP	CPP
2	TODAY SHW	NM	:30	7:00 AM-9:00 AM	----F--	400.00	1	0											1	400.00	4.20	4.20	95.24
	(Program: TODAY SHW)4QEST18 (sell)																						
3	WEAU13 NWS-NN	NM	:30	12:00 PM-12:30 PM	M-----	250.00	0	1											1	250.00	4.00	4.00	62.50
	(Program: WEAU13 NWS-NN)4QEST18 (sell)																						
3	WEAU13 NWS-NN	NM	:30	12:00 PM-12:30 PM	-T-----	250.00	1	0											1	250.00	4.00	4.00	62.50
	(Program: WEAU13 NWS-NN)4QEST18 (sell)																						
3	WEAU13 NWS-NN	NM	:30	12:00 PM-12:30 PM	--W----	250.00	1	0											1	250.00	4.00	4.00	62.50
	(Program: WEAU13 NWS-NN)4QEST18 (sell)																						
3	WEAU13 NWS-NN	NM	:30	12:00 PM-12:30 PM	---T---	250.00	1	0											1	250.00	4.00	4.00	62.50
	(Program: WEAU13 NWS-NN)4QEST18 (sell)																						
3	WEAU13 NWS-NN	NM	:30	12:00 PM-12:30 PM	----F--	250.00	1	0											1	250.00	4.00	4.00	62.50
	(Program: WEAU13 NWS-NN)4QEST18 (sell)																						
4	JEOPARDY! TOO	NM	:30	1:30 PM-2:00 PM	M-----	70.00	0	1											1	70.00	1.50	1.50	46.67
	(Program: JEOPARDY! TOO)4QEST18 (sell)																						
4	JEOPARDY! TOO	NM	:30	1:30 PM-2:00 PM	-T-----	70.00	1	0											1	70.00	1.50	1.50	46.67
	(Program: JEOPARDY! TOO)4QEST18 (sell)																						
4	JEOPARDY! TOO	NM	:30	1:30 PM-2:00 PM	--W----	70.00	1	0											1	70.00	1.50	1.50	46.67
	(Program: JEOPARDY! TOO)4QEST18 (sell)																						
4	JEOPARDY! TOO	NM	:30	1:30 PM-2:00 PM	---T---	70.00	1	0											1	70.00	1.50	1.50	46.67
	(Program: JEOPARDY! TOO)4QEST18 (sell)																						
4	JEOPARDY! TOO	NM	:30	1:30 PM-2:00 PM	----F--	70.00	1	0											1	70.00	1.50	1.50	46.67
	(Program: JEOPARDY! TOO)4QEST18 (sell)																						
5	JEOPARDY	NM	:30	4:30 PM-5:00 PM	M-----	200.00	0	1											1	200.00	4.70	4.70	42.55
	(Program: JEOPARDY)4QEST18 (sell)																						
5	JEOPARDY	NM	:30	4:30 PM-5:00 PM	-T-----	200.00	1	0											1	200.00	4.70	4.70	42.55
	(Program: JEOPARDY)4QEST18 (sell)																						
5	JEOPARDY	NM	:30	4:30 PM-5:00 PM	--W----	200.00	1	0											1	200.00	4.70	4.70	42.55
	(Program: JEOPARDY)4QEST18 (sell)																						
5	JEOPARDY	NM	:30	4:30 PM-5:00 PM	---T---	200.00	1	0											1	200.00	4.70	4.70	42.55
	(Program: JEOPARDY)4QEST18 (sell)																						
5	JEOPARDY	NM	:30	4:30 PM-5:00 PM	----F--	200.00	1	0											1	200.00	4.70	4.70	42.55
	(Program: JEOPARDY)4QEST18 (sell)																						
6	WEAU13 NWS-5PM	NM	:30	5:00 PM-5:30 PM	M-----	900.00	0	1											1	900.00	6.10	6.10	147.54
	(Program: WEAU13 NWS-5PM)4QEST18 (sell)																						
6	WEAU13 NWS-5PM	NM	:30	5:00 PM-5:30 PM	-T-----	900.00	1	0											1	900.00	6.10	6.10	147.54
	(Program: WEAU13 NWS-5PM)4QEST18 (sell)																						
6	WEAU13 NWS-5PM	NM	:30	5:00 PM-5:30 PM	--W----	900.00	1	0											1	900.00	6.10	6.10	147.54
	(Program: WEAU13 NWS-5PM)4QEST18 (sell)																						
6	WEAU13 NWS-5PM	NM	:30	5:00 PM-5:30 PM	---T---	900.00	1	0											1	900.00	6.10	6.10	147.54
	(Program: WEAU13 NWS-5PM)4QEST18 (sell)																						
6	WEAU13 NWS-5PM	NM	:30	5:00 PM-5:30 PM	----F--	900.00	1	0											1	900.00	6.10	6.10	147.54
	(Program: WEAU13 NWS-5PM)4QEST18 (sell)																						

List Items							Spots													Totals		Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Oct 8	Oct 15											Total Spots	Total Cost	RTG	GRP	CPP	
7	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	M-----	2,000.00	0	1											1	2,000.00	9.00	9.00	222.22	
	(Program: WHEEL OF FORTUNE)4QEST18 (sell)																							
7	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	-T-----	2,000.00	1	0											1	2,000.00	9.00	9.00	222.22	
	(Program: WHEEL OF FORTUNE)4QEST18 (sell)																							
7	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	--W----	2,000.00	1	0											1	2,000.00	9.00	9.00	222.22	
	(Program: WHEEL OF FORTUNE)4QEST18 (sell)																							
7	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	---T---	2,000.00	1	0											1	2,000.00	9.00	9.00	222.22	
	(Program: WHEEL OF FORTUNE)4QEST18 (sell)																							
8	WEAU 13 NEWS@TEN M-F	NM	:30	10:00 PM-10:35 PM	M-----	900.00	0	1											1	900.00	5.30	5.30	169.81	
	(Program: WEAU 13 NEWS@TEN M-F)4QEST18 (sell)																							
8	WEAU 13 NEWS@TEN M-F	NM	:30	10:00 PM-10:35 PM	-T-----	900.00	1	0											1	900.00	5.30	5.30	169.81	
	(Program: WEAU 13 NEWS@TEN M-F)4QEST18 (sell)																							
8	WEAU 13 NEWS@TEN M-F	NM	:30	10:00 PM-10:35 PM	--W----	900.00	1	0											1	900.00	5.30	5.30	169.81	
	(Program: WEAU 13 NEWS@TEN M-F)4QEST18 (sell)																							
8	WEAU 13 NEWS@TEN M-F	NM	:30	10:00 PM-10:35 PM	---T---	900.00	1	0											1	900.00	5.30	5.30	169.81	
	(Program: WEAU 13 NEWS@TEN M-F)4QEST18 (sell)																							
9	THIS IS US	NM	:30	8:00 PM-9:00 PM	-T-----	4,000.00	1	0											1	4,000.00	6.50	6.50	615.38	
	(Program: THIS IS US)4QEST18 (sell)																							
10	JEOPARDY-SAT	NM	:30	5:00 PM-5:30 PM	-----S-	100.00	1	0											1	100.00	5.30	5.30	18.87	
	(Program: JEOPARDY-SAT)4QEST18 (sell)																							
11	WEAU 13 NEWS@TEN-SAT	NM	:30	10:00 PM-10:30 PM	-----S-	425.00	1	0											1	425.00	4.60	4.60	92.39	
	(Program: WEAU 13 NEWS@TEN-SAT)4QEST18 (sell)																							
12	SAT NITE LIVE	NM	:30	10:30 PM-12:00 XM	-----S-	375.00	1	0											1	375.00	2.80	2.80	133.93	
	(Program: SAT NITE LIVE)4QEST18 (sell)																							
Spot Totals:							34	8										42	\$27,600.00		194.90			
Adults 35+ GRP:							156.90	38.00																

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
October	42	\$27,600.00	194.90				