

WOC11791172 [01.00]

Order Printout



Order Status:	Confirmed	Start/End Dates:	09/10/18 - 09/23/18	C/P/E:	188 / 183 / 1820
Traffic #:	908758	Agency:	Strother/Nuckels Strategies	Product Desc.:	Candidate
Buyer Order #:	7723105	Advertiser:	Tony For Wisconsin	Estimate Desc.:	TE - GE TV - 9.11-9.17
AE:	Jami Clish	Buyer:		Total Cost:	\$11,150.00 (Cash)
Property:	WEAU TV	Primary Demo:	Adults 35+ (RTG)	Received Date:	9/10/18 12:34 PM
Sales Region:	Local				

Comments:

Separation: 15

List Items							Spots													Totals		Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Sep 10	Sep 17											Total Spots	Total Cost	RTG	GRP	CPP	
1	JEOPARDY-SAT	NM	:30	5:00 PM-5:30 PM	-----S-	30.00	1	0											1	30.00	3.50	3.50	8.57	
	(Program: JEOPARDY-SAT)3Q18 EST (sell)																							
2	WHEEL OF FORTUNE SAT	NM	:30	6:30 PM-7:00 PM	-----S-	100.00	1	0											1	100.00	6.00	6.00	16.67	
	(Program: WHEEL OF FORTUNE SAT)3Q18 EST (sell)																							
3	WEAU HELLO WISCONSIN 6A	NM	:30	6:00 AM-7:00 AM	M-----	250.00	0	1											1	250.00	2.80	2.80	89.29	
	(Program: WEAU HELLO WISCONSIN 6A)																							
3	WEAU HELLO WISCONSIN 6A	NM	:30	6:00 AM-7:00 AM	--W----	250.00	1	0											1	250.00	2.80	2.80	89.29	
	(Program: WEAU HELLO WISCONSIN 6A)																							
3	WEAU HELLO WISCONSIN 6A	NM	:30	6:00 AM-7:00 AM	---T---	250.00	1	0											1	250.00	2.80	2.80	89.29	
	(Program: WEAU HELLO WISCONSIN 6A)																							
3	WEAU HELLO WISCONSIN 6A	NM	:30	6:00 AM-7:00 AM	----F--	250.00	1	0											1	250.00	2.80	2.80	89.29	
	(Program: WEAU HELLO WISCONSIN 6A)																							
4	TODAY SHW	NM	:30	7:00 AM-9:00 AM	M-----	250.00	0	1											1	250.00	3.80	3.80	65.79	
	(Program: TODAY SHW)																							
4	TODAY SHW	NM	:30	7:00 AM-9:00 AM	--W----	250.00	1	0											1	250.00	3.80	3.80	65.79	
	(Program: TODAY SHW)																							
4	TODAY SHW	NM	:30	7:00 AM-9:00 AM	---T---	250.00	1	0											1	250.00	3.80	3.80	65.79	
	(Program: TODAY SHW)																							

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4	TODAY SHW	NM	:30	7:00 AM-9:00 AM	----F--	250.00	1	0											1	250.00	3.80	3.80	65.79	
	(Program: TODAY SHW)																							
5	WEAU13 NWS-NN	NM	:30	12:00 PM-12:30 PM	M-----	130.00	0	1											1	130.00	3.10	3.10	41.94	
	(Program: WEAU13 NWS-NN)																							
5	WEAU13 NWS-NN	NM	:30	12:00 PM-12:30 PM	--W----	130.00	1	0											1	130.00	3.10	3.10	41.94	
	(Program: WEAU13 NWS-NN)																							
5	WEAU13 NWS-NN	NM	:30	12:00 PM-12:30 PM	---T---	130.00	1	0											1	130.00	3.10	3.10	41.94	
	(Program: WEAU13 NWS-NN)																							
5	WEAU13 NWS-NN	NM	:30	12:00 PM-12:30 PM	----F--	130.00	1	0											1	130.00	3.10	3.10	41.94	
	(Program: WEAU13 NWS-NN)																							
6	JEOPARDY	NM	:30	4:30 PM-5:00 PM	M-----	130.00	0	1											1	130.00	3.30	3.30	39.39	
	(Program: JEOPARDY)																							
6	JEOPARDY	NM	:30	4:30 PM-5:00 PM	--W----	130.00	1	0											1	130.00	3.30	3.30	39.39	
	(Program: JEOPARDY)																							
6	JEOPARDY	NM	:30	4:30 PM-5:00 PM	---T---	130.00	1	0											1	130.00	3.30	3.30	39.39	
	(Program: JEOPARDY)																							
6	JEOPARDY	NM	:30	4:30 PM-5:00 PM	----F--	130.00	1	0											1	130.00	3.30	3.30	39.39	
	(Program: JEOPARDY)																							
7	WEAU13 NWS-6PM	NM	:30	6:00 PM-6:30 PM	M-----	600.00	0	1											1	600.00	7.20	7.20	83.33	
	(Program: WEAU13 NWS-6PM)																							
7	WEAU13 NWS-6PM	NM	:30	6:00 PM-6:30 PM	--W----	600.00	1	0											1	600.00	7.20	7.20	83.33	
	(Program: WEAU13 NWS-6PM)																							
7	WEAU13 NWS-6PM	NM	:30	6:00 PM-6:30 PM	---T---	600.00	1	0											1	600.00	7.20	7.20	83.33	
	(Program: WEAU13 NWS-6PM)																							
7	WEAU13 NWS-6PM	NM	:30	6:00 PM-6:30 PM	----F--	600.00	1	0											1	600.00	7.20	7.20	83.33	
	(Program: WEAU13 NWS-6PM)																							
8	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	M-----	600.00	0	1											1	600.00	7.90	7.90	75.95	
	(Program: WHEEL OF FORTUNE)																							
8	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	--W----	600.00	1	0											1	600.00	7.90	7.90	75.95	
	(Program: WHEEL OF FORTUNE)																							
8	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	---T---	600.00	1	0											1	600.00	7.90	7.90	75.95	
	(Program: WHEEL OF FORTUNE)																							
8	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	----F--	600.00	1	0											1	600.00	7.90	7.90	75.95	
	(Program: WHEEL OF FORTUNE)																							
9	WEAU 13 NEWS@TEN M-F	NM	:30	10:00 PM-10:35 PM	M-----	700.00	0	1											1	700.00	6.30	6.30	111.11	
	(Program: WEAU 13 NEWS@TEN M-F)																							
9	WEAU 13 NEWS@TEN M-F	NM	:30	10:00 PM-10:35 PM	--W----	700.00	1	0											1	700.00	6.30	6.30	111.11	
	(Program: WEAU 13 NEWS@TEN M-F)																							
9	WEAU 13 NEWS@TEN M-F	NM	:30	10:00 PM-10:35 PM	---T---	700.00	1	0											1	700.00	6.30	6.30	111.11	
	(Program: WEAU 13 NEWS@TEN M-F)																							

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Sep 10	Sep 17											Total Spots	Total Cost	RTG	GRP	CPP
9	WEAU 13 NEWS@TEN M-F	NM	:30	10:00 PM-10:35 PM	----F--	700.00	1	0											1	700.00	6.30	6.30	111.11
	(Program: WEAU 13 NEWS@TEN M-F)																						
10	WEAU 13 NEWS@TEN-SAT	NM	:30	10:00 PM-10:30 PM	-----S-	380.00	1	0											1	380.00	4.10	4.10	92.68
	(Program: WEAU 13 NEWS@TEN-SAT)																						
Spot Totals:							24	7											31	\$11,150.00		151.20	
Adults 35+ GRP:							116.80	34.40															

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
September	31	\$11,150.00	151.20				