

# ORDER



**Orders**  
**Order / Rev:** 230263  
**Alt Order #:** 07347912  
**Product Desc:** GREATER WI COMM.  
**Estimate:** 938  
**Flight Dates:** 09/10/14 - 09/16/14  
**Original Date / Rev:** 09/08/14 / 09/08/14  
**Order Type:** GENERAL

**WDJT-TV-LP**

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

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

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

**Advertiser**  
**Name:** Issue/Greater Wisconsin Committee  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-2  
**Revenue Codes:** AGY, POL, ISS

**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
09/01/14	09/16/14	39	\$17,780.00	\$15,113.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	39	\$17,780.00	\$15,113.00	0.00
<b>Totals</b>	<b>39</b>	<b>\$17,780.00</b>	<b>\$15,113.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
WDJT-TV-LP	16%	\$17,780.00
Market	100%	\$111,125.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	23%	\$25,558.75
WITI	31%	\$34,448.75
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	30%	\$33,337.50
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	09/12/14	09/12/14	M-F Late News M-F Late News	CM	10p-1035p	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$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: 09/08/14	09/14/14	----1--			1		\$1,200.00		0.00				
E 2	WDJT	09/12/14	09/12/14	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	----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: 09/08/14	09/14/14	----1--			1		\$300.00		0.00				

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	09/12/14	09/12/14	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	----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: 09/08/14	09/14/14	----1--		1				\$80.00		0.00			
E 4	WDJT	09/12/14	09/12/14	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	----1--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	----1--		1				\$1,000.00		0.00			
E 5	WDJT	09/12/14	09/12/14	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	----1--	:30	1	\$100.00	P-3	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: 09/08/14	09/14/14	----1--		1				\$100.00		0.00			
E 6	WDJT	09/12/14	09/12/14	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	----1--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	----1--		1				\$1,000.00		0.00			
E 7	WDJT	09/15/14	09/15/14	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	1-----	:30	1	\$500.00	P-1	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: 09/15/14	09/21/14	1-----		1				\$500.00		0.00			
E 8	WDJT	09/15/14	09/15/14	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	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: 09/15/14	09/21/14	1-----		1				\$300.00		0.00			
E 9	WDJT	09/15/14	09/15/14	M-F 5pm News M-F 5pm News	CM	5p-530p	1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	1-----		1				\$350.00		0.00			
E 10	WDJT	09/15/14	09/15/14	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	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: 09/15/14	09/21/14	1-----		1				\$80.00		0.00			
E 11	WDJT	09/15/14	09/15/14	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	1-----		1				\$1,000.00		0.00			
E 12	WDJT	09/15/14	09/15/14	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	1-----	:30	1	\$100.00	P-3	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: 09/15/14	09/21/14	1-----		1				\$100.00		0.00			
E 13	WDJT	09/15/14	09/15/14	CBS Mrrning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	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: 09/15/14	09/21/14	1-----		1				\$100.00		0.00			
E 14	WDJT	09/13/14	09/13/14	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----2-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----2-		2				\$350.00		0.00			
E 15	WDJT	09/13/14	09/13/14	CBS Sat Morn Nws 6a-9a CBS This Morning: Sat 6a-9a (6:00 AM-8:00 AM)	CM	6a-9a	-----1-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	-----1-		1				\$60.00		0.00			
E 16	WDJT	09/14/14	09/14/14	Eye to Eye Eye to Eye 7a	CM	7a-730a	-----1	:30	1	\$300.00	P-1	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: 09/08/14	09/14/14	-----1		1				\$300.00		0.00			
E 17	WDJT	09/14/14	09/14/14	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a	-----1	: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>			

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WDJT	09/14/14	09/14/14	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a	-----1	: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: 09/08/14	09/14/14	-----1		1				\$800.00		0.00			
E 18	WDJT	09/14/14	09/14/14	Face the Nation Face the Nation	CM	930a-1030a	-----1	:30	1	\$600.00	P-1	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: 09/08/14	09/14/14	-----1		1				\$600.00		0.00			
E 19	WDJT	09/11/14	09/11/14	M-F Late News M-F Late News	CM	10p-1035p	---1---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$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: 09/08/14	09/14/14	---1---		1				\$1,200.00		0.00			
E 20	WDJT	09/11/14	09/11/14	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	---1---	:30	1	\$500.00	P-1	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: 09/08/14	09/14/14	---1---		1				\$500.00		0.00			
E 21	WDJT	09/11/14	09/11/14	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	---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: 09/08/14	09/14/14	---1---		1				\$300.00		0.00			
E 22	WDJT	09/11/14	09/11/14	M-F 5pm News M-F 5pm News	CM	5p-530p	---1---	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	---1---		1				\$350.00		0.00			
E 23	WDJT	09/11/14	09/11/14	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	---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: 09/08/14	09/14/14	---1---		1				\$80.00		0.00			
E 24	WDJT	09/11/14	09/11/14	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---1---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/08/14	09/14/14	---1---		1				\$1,000.00		0.00			
E 25	WDJT	09/11/14	09/11/14	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	---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: 09/08/14	09/14/14	---1---		1				\$100.00		0.00			
E 26	WDJT	09/16/14	09/16/14	M-F Late News M-F Late News	CM	10p-1035p	-1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$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: 09/15/14	09/21/14	-1-----		1				\$1,200.00		0.00			
E 27	WDJT	09/16/14	09/16/14	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	-1-----	:30	1	\$500.00	P-1	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: 09/15/14	09/21/14	-1-----		1				\$500.00		0.00			
E 28	WDJT	09/16/14	09/16/14	M-F 5pm News M-F 5pm News	CM	5p-530p	-1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	-1-----		1				\$350.00		0.00			
E 29	WDJT	09/16/14	09/16/14	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/14	09/21/14	-1-----		1				\$1,000.00		0.00			
E 30	WDJT	09/16/14	09/16/14	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	-1-----	:30	1	\$100.00	P-3	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: 09/15/14	09/21/14	-1-----		1				\$100.00		0.00			
E 31	WDJT	09/16/14	09/16/14	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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E 31	WDJT	09/16/14	09/16/14	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-1-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/15/14	09/21/14	-1-----		1				\$1,000.00		0.00			
E 32	WDJT	09/16/14	09/16/14	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	-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:	09/15/14	09/21/14	-1-----		1				\$100.00		0.00			
E 33	WDJT	09/10/14	09/10/14	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	--1----	:30	1	\$500.00	P-1	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:	09/08/14	09/14/14	--1----		1				\$500.00		0.00			
E 34	WDJT	09/10/14	09/10/14	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	--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:	09/08/14	09/14/14	--1----		1				\$300.00		0.00			
E 35	WDJT	09/10/14	09/10/14	M-F 5pm News M-F 5pm News	CM	5p-530p	--1----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/08/14	09/14/14	--1----		1				\$350.00		0.00			
E 36	WDJT	09/10/14	09/10/14	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	--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:	09/08/14	09/14/14	--1----		1				\$80.00		0.00			
E 37	WDJT	09/10/14	09/10/14	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	--1----	:30	1	\$100.00	P-3	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:	09/08/14	09/14/14	--1----		1				\$100.00		0.00			
E 38	WDJT	09/10/14	09/10/14	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	--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:	09/08/14	09/14/14	--1----		1				\$100.00		0.00			
													Totals	39	\$17,780.00