

# ORDER



**Orders**  
**Order / Rev:** 230884  
**Alt Order #:** 07371733  
**Product Desc:** GREATER WI COMM.  
**Estimate:** 952  
**Flight Dates:** 09/17/14 - 09/23/14  
**Original Date / Rev:** 09/16/14 / 09/16/14  
**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   | 09/23/14 | 42      | \$24,680.00  | \$20,978.00 |

**Totals**

| Month          | # Spots   | Gross Amount       | Net Amount         | Rating      |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2014 | 42        | \$24,680.00        | \$20,978.00        | 0.00        |
| <b>Totals</b>  | <b>42</b> | <b>\$24,680.00</b> | <b>\$20,978.00</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**

|            | Share | Total        |
|------------|-------|--------------|
| WDJT-TV-LP | 22%   | \$24,680.00  |
| Market     | 100%  | \$112,181.82 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| WBME  | 0%    | \$0.00      |
| WCGV  | 0%    | \$0.00      |
| WISN  | 25%   | \$28,045.45 |
| WITI  | 26%   | \$29,167.27 |
| WMLW- | 1%    | \$1,121.82  |
| WPXE  | 0%    | \$0.00      |
| WTMJ  | 26%   | \$29,167.27 |
| 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 | 09/19/14          | 09/19/14        | M-F Late News<br>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 2 | WDJT | 09/19/14          | 09/19/14        | Dr. Phil 4p-5p<br>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          |      |      |       |            |

Order / Rev: 230884  
 Alt Order #: 07371733  
 Flight Dates: 09/17/14 - 09/23/14

Advertiser: Issue/Greater Wisconsin Committee  
 Product Desc: GREATER WI COMM.  
 Estimate: 952

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 | 09/19/14          | 09/19/14        | Morning News M-F 5a - 6a<br>M-F 5a - 6a                                 | CM    | 5a - 6a           | ----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 4  | WDJT | 09/19/14          | 09/19/14        | Jeopardy 6p-630p<br>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 5  | WDJT | 09/19/14          | 09/19/14        | Morning News M-F 6a - 7a<br>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 6  | WDJT | 09/19/14          | 09/19/14        | CBS Mrring Nws M-F 7-9a<br>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 7  | WDJT | 09/22/14          | 09/22/14        | Price Is Right 10a-11a<br>Price is Right 10a-11a                        | CM    | 10a - 11a         | 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: 09/22/14    | 09/28/14        | 1-----  |       | 1                 |         |     |       | \$600.00    |     | 0.00          |      |       |            |
| E 8  | WDJT | 09/22/14          | 09/22/14        | Dr. Phil 4p-5p<br>Dr. Phil 4p-5p  | CM    | 4p-5p             | 1-----  | :30 | 1     | \$400.00    | P-2 | 0.00          | NM   | 1     | \$400.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 09/22/14    | 09/28/14        | 1-----  |       | 1                 |         |     |       | \$400.00    |     | 0.00          |      |       |            |
| E 9  | WDJT | 09/22/14          | 09/22/14        | M-F 5pm News<br>M-F 5pm News  | CM    | 5p-530p           | 1-----  | :30 | 1     | \$400.00    | P-1 | 0.00          | NM   | 1     | \$400.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 09/22/14    | 09/28/14        | 1-----  |       | 1                 |         |     |       | \$400.00    |     | 0.00          |      |       |            |
| E 10 | WDJT | 09/22/14          | 09/22/14        | Morning News M-F 5a - 6a<br>M-F 5a - 6a                                 | CM    | 5a - 6a           | 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: 09/22/14    | 09/28/14        | 1-----  |       | 1                 |         |     |       | \$100.00    |     | 0.00          |      |       |            |
| E 11 | WDJT | 09/22/14          | 09/22/14        | Morning News M-F 6a - 7a<br>M-F 6a - 7a                                 | CM    | 6a-7a             | 1-----  | :30 | 1     | \$150.00    | P-2 | 0.00          | NM   | 1     | \$150.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 09/22/14    | 09/28/14        | 1-----  |       | 1                 |         |     |       | \$150.00    |     | 0.00          |      |       |            |
| E 12 | WDJT | 09/22/14          | 09/22/14        | CBS Mrring Nws M-F 7-9a<br>CBS This Morning M-F 7a-9a                   | CM    | 7a-9a             | 1-----  | :30 | 1     | \$150.00    | P-2 | 0.00          | NM   | 1     | \$150.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 09/22/14    | 09/28/14        | 1-----  |       | 1                 |         |     |       | \$150.00    |     | 0.00          |      |       |            |
| E 13 | WDJT | 09/20/14          | 09/20/14        | Sat 6p-7p Jep/Wheel<br>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: 09/15/14    | 09/21/14        | -----2-   |       | 2                 |         |     |       | \$350.00    |     | 0.00          |      |       |            |
| E 14 | WDJT | 09/20/14          | 09/20/14        | CBS Sat Morn Nws 6a-8a<br>CBS This Morning: Sat 6a-9a (6:00 AM-8:00 AM) | CM    | 6a-9a             | -----3- | :30 | 3     | \$60.00     | P-2 | 0.00          | NM   | 3     | \$180.00   |
|      |      | <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        | -----3-   |       | 3                 |         |     |       | \$60.00     |     | 0.00          |      |       |            |
| E 15 | WDJT | 09/20/14          | 09/20/14        | Sa 9p - 10p<br>48 Hours   | CM    | 9p - 10p          | -----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 16 | WDJT | 09/21/14          | 09/21/14        | Su 6p - 7p<br>60 Minutes  | CM    | 6p - 7p           | -----1  | :30 | 1     | \$6,000.00  | P-1 | 0.00          | NM   | 1     | \$6,000.00 |
|      |      | <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                 |         |     |       | \$6,000.00  |     | 0.00          |      |       |            |
| E 17 | WDJT | 09/21/14          | 09/21/14        | Eye to Eye<br>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> |      |       |            |

Order / Rev: 230884  
 Alt Order #: 07371733  
 Flight Dates: 09/17/14 - 09/23/14

Advertiser: Issue/Greater Wisconsin Committee  
 Product Desc: GREATER WI COMM.  
 Estimate: 952

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 | 09/21/14          | 09/21/14        | Eye to Eye<br>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: 09/15/14    | 09/21/14        | -----1   |       | 1                 |         |     | \$300.00    |            | 0.00          |      |      |       |            |
| E 18 | WDJT | 09/21/14          | 09/21/14        | CBS Sunday Morning<br>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: 09/15/14    | 09/21/14        | -----1   |       | 1                 |         |     | \$800.00    |            | 0.00          |      |      |       |            |
| E 19 | WDJT | 09/18/14          | 09/18/14        | Price Is Right 10a-11a<br>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 20 | WDJT | 09/18/14          | 09/18/14        | Dr. Phil 4p-5p<br>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 21 | WDJT | 09/18/14          | 09/18/14        | M-F 5pm News<br>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 22 | WDJT | 09/18/14          | 09/18/14        | Morning News M-F 5a - 6a<br>M-F 5a - 6a                | CM    | 5a - 6a           | ---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 23 | WDJT | 09/18/14          | 09/18/14        | Jeopardy 6p-630p<br>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 24 | WDJT | 09/18/14          | 09/18/14        | Morning News M-F 6a - 7a<br>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 25 | WDJT | 09/18/14          | 09/18/14        | Wheel of Fortune 630p-7p<br>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 26 | WDJT | 09/18/14          | 09/18/14        | CBS Mrrning Nws M-F 7-9a<br>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 27 | WDJT | 09/23/14          | 09/23/14        | M-F Late News<br>M-F Late News                         | CM    | 10p-1035p         | -1----- | :30 | 1           | \$1,400.00 | P-1           | 0.00 | NM   | 1     | \$1,400.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |            |
|      |      | Week: 09/22/14    | 09/28/14        | -1-----  |       | 1                 |         |     | \$1,400.00  |            | 0.00          |      |      |       |            |
| E 28 | WDJT | 09/23/14          | 09/23/14        | Price Is Right 10a-11a<br>Price is Right 10a-11a       | CM    | 10a - 11a         | -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: 09/22/14    | 09/28/14        | -1-----  |       | 1                 |         |     | \$600.00    |            | 0.00          |      |      |       |            |
| E 29 | WDJT | 09/23/14          | 09/23/14        | M-F 5pm News<br>M-F 5pm News                           | CM    | 5p-530p           | -1----- | :30 | 1           | \$400.00   | P-1           | 0.00 | NM   | 1     | \$400.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |            |
|      |      | Week: 09/22/14    | 09/28/14        | -1-----  |       | 1                 |         |     | \$400.00    |            | 0.00          |      |      |       |            |
| E 30 | WDJT | 09/23/14          | 09/23/14        | Jeopardy 6p-630p<br>6p-630p/Jeopardy                   | CM    | M-F 6p-630p       | -1----- | :30 | 1           | \$1,200.00 | P-1           | 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: 09/22/14    | 09/28/14        | -1-----  |       | 1                 |         |     | \$1,200.00  |            | 0.00          |      |      |       |            |
| E 31 | WDJT | 09/23/14          | 09/23/14        | Morning News M-F 6a - 7a<br>M-F 6a - 7a                | CM    | 6a-7a             | -1----- | :30 | 1           | \$150.00   | P-2           | 0.00 | NM   | 1     | \$150.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |            |

Order / Rev: 230884  
 Alt Order #: 07371733  
 Flight Dates: 09/17/14 - 09/23/14

Advertiser: Issue/Greater Wisconsin Committee  
 Product Desc: GREATER WI COMM.  
 Estimate: 952

WDJT-TV-LP

| Ln    | Ch   | Start             | End             | Inventory Code  | Break | Start/End Time    | Days    | Len | Spots       | Rate       | Pri | Rtg           | Type   | Spots | Amount      |
|-------|------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------------|------------|-----|---------------|--------|-------|-------------|
| E 31  | WDJT | 09/23/14          | 09/23/14        | Morning News M-F 6a - 7a<br>M-F 6a - 7a               | CM    | 6a-7a             | -1----- | :30 | 1           | \$150.00   | P-2 | 0.00          | NM     | 1     | \$150.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 09/22/14          | 09/28/14        | -1-----   |       | 1                 |         |     | \$150.00    |            |     | 0.00          |        |       |             |
| E 32  | WDJT | 09/23/14          | 09/23/14        | Wheel of Fortune 630p-7p<br>630p-7p/Wheel             | CM    | M-F 630p-7p       | -1----- | :30 | 1           | \$1,400.00 | P-1 | 0.00          | NM     | 1     | \$1,400.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 09/22/14          | 09/28/14        | -1-----   |       | 1                 |         |     | \$1,400.00  |            |     | 0.00          |        |       |             |
| E 33  | WDJT | 09/23/14          | 09/23/14        | CBS Mrning Nws M-F 7-9a<br>CBS This Morning M-F 7a-9a | CM    | 7a-9a             | -1----- | :30 | 1           | \$150.00   | P-2 | 0.00          | NM     | 1     | \$150.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |        |       |             |
| Week: |      | 09/22/14          | 09/28/14        | -1-----   |       | 1                 |         |     | \$150.00    |            |     | 0.00          |        |       |             |
| E 34  | WDJT | 09/17/14          | 09/17/14        | Price Is Right 10a-11a<br>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 35  | WDJT | 09/17/14          | 09/17/14        | M-F 5pm News<br>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 36  | WDJT | 09/17/14          | 09/17/14        | Morning News M-F 5a - 6a<br>M-F 5a - 6a               | CM    | 5a - 6a           | --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 37  | WDJT | 09/17/14          | 09/17/14        | Jeopardy 6p-630p<br>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 38  | WDJT | 09/17/14          | 09/17/14        | Morning News M-F 6a - 7a<br>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 39  | WDJT | 09/17/14          | 09/17/14        | CBS Mrning Nws M-F 7-9a<br>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          |        |       |             |
|       |      |                   |                 |   |       |                   |         |     |             |            |     |               | Totals | 42    | \$24,680.00 |