

ORDER WORKSHEET

Rep Order# 9402775 Ver# 5

Status Revised

Traffic Order# 69570

Printed: 10/06/14 2:54 PM

Last Received: 10/06/14 2:52 PM

Showing Buylines: All Lines

Station WSAW-TV WAUSAU
Advertiser (NRAI) NRAI-ILA
Product ISSUE
Estimate# 5401
Buyer MICHELLE LAWRENCE

Agency (REDE) RED EAGLE MEDIA GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E /5401
Flight Dates 10/07/14-10/13/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (MJO) MIKE JONES
Sales Assistant JACOB
Salesperson Phone# 202-872-5880
Salesperson Fax# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION TO SHOW CHANGE IN ADVERTISER....AND THEN NA & MG ON LINES 9 & 27. PLEASE CONFIRM. THANKS JACOB/MIKE

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
2	W, F	630P-7P	INSIDE EDITION	30	-	-	\$300.00	10/08-10/10	2	2	\$600.00
3	M	630P-7P	INSIDE EDITION	30	-	-	\$300.00	10/13-10/13	2	2	\$600.00
4	F	8P-9P	HAWAII 5.0	30	-	-	\$450.00	10/10-10/10	1	1	\$450.00
5	Tu-F	6P-630P	NEWS CHANNEL 7	30	-	-	\$600.00	10/07-10/10	4	4	\$2,400.00
6	Tu-F	5A-6A	SUNRISE	30	-	-	\$200.00	10/07-10/10	2	2	\$400.00
7	Tu-F	5P-530P	NEWS CHANNEL 7	30	-	-	\$500.00	10/07-10/10	1	1	\$500.00
8	M	5P-530P	NEWS CHANNEL 7	30	-	-	\$500.00	10/13-10/13	1	1	\$500.00
9*	F	7P-8P	UNDERCOVER BOSS	30	-	-	\$450.00	10/10-10/10	0	0	\$0.00
Sales remark: V5 1X NA V5 Comment Changed, Spots/week Changed											
10	Su	8A-930A	SUNDAY MORNING CBS	30	-	-	\$600.00	10/12-10/12	1	1	\$600.00
11	Su	7A-8A	SUNRISE 7	30	-	-	\$300.00	10/12-10/12	1	1	\$300.00

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Station WSAW-TV WAUSAU
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 Estimate# 5401
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Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
12	W	7P-8P	SURVIVOR	30	-	-	\$1,000.00	10/08-10/08	1	1	\$1,000.00
13	Tu-F	7A-9A	CBS THIS MORNING	30	-	-	\$200.00	10/07-10/10	1	1	\$200.00
14	M	7A-9A	CBS THIS MORNING	30	-	-	\$200.00	10/13-10/13	1	1	\$200.00
15	W	9P-10P	STALKER	30	-	-	\$1,000.00	10/08-10/08	1	1	\$1,000.00
16	Tu-F	530P-6P	CBS EVENING NEWS	30	-	-	\$1,000.00	10/07-10/10	2	2	\$2,000.00
17	Tu-F	1035P-1135P	LETTERMAN	30	-	-	\$250.00	10/07-10/10	4	4	\$1,000.00
18	M	1035P-1135P	LETTERMAN	30	-	-	\$250.00	10/13-10/13	1	1	\$250.00
19	Su	10P-1035P	NEWS CHANNEL 7 SUN 10	30	-	-	\$1,000.00	10/12-10/12	1	1	\$1,000.00
20	Tu-F	12P-1230P	NEWS CHANNEL 7	30	-	-	\$700.00	10/07-10/10	4	4	\$2,800.00
21	M	12P-1230P	NEWS CHANNEL 7	30	-	-	\$700.00	10/13-10/13	1	1	\$700.00
22	Tu-F	10P-1035P	NEWS CHANNEL 7	30	-	-	\$1,000.00	10/07-10/10	4	4	\$4,000.00
23	Sa	10P-1035P	NEWS CHANNEL 7	30	-	-	\$1,000.00	10/11-10/11	1	1	\$1,000.00
24	M	10P-1035P	NEWS CHANNEL 7	30	-	-	\$1,000.00	10/13-10/13	1	1	\$1,000.00
25	M	6P-630P	NEWS CHANNEL 7	30	-	-	\$600.00	10/13-10/13	1	1	\$600.00
26	M	5A-6A	SUNRISE	30	-	-	\$200.00	10/13-10/13	1	1	\$200.00

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Ln	Day	Time	Program	Len	RTG/IMP	GRPS/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
27*	Sa	8P-9P	NCIS ORLEANS	30	-	-	\$450.00	10/11-10/11	1	1	\$450.00
Sales remark: V5 MG ADDED											
V5 Added											

---REPORT TOTALS---

Report Totals: 41 / \$23,750.00

---SALES MONTHLY TOTALS---

OCT2014: 41 / \$23,750.00

Order Totals: 41 / \$23,750.00

Total GRPS: 0.0

---COMPETITIVE---

Market Totals

\$55,232.56

CABL .00%
 WJFW 10.00%

UNKN .00%
 WSAW 43.00%

WAOW 40.00%

WBWA .00%

WFXS 7.00%

Books [null]
 Demos RA35+

--- CREDIT RISK ---

STANDARD CREDIT TERMS