

Order / Rev: 443121
 Alt Order #:
 Flight Dates: 11/02/16 - 11/08/16

Advertiser: Ron Johnson for Wisconsin
 Product Desc: 1102-110816
 Estimate:
WEAU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEAU	11/02/16	11/08/16	Sa Today Sa Today	CM	7a-9a	-----S-	:30	1	\$750.00	P-01	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S-		1			\$750.00			0.00			
		Week: 11/07/16	11/13/16	-----		0			\$0.00			0.00			
N 3	WEAU	11/02/16	11/08/16	Today Show II Today Show II	CM	9a-10a	MTWTF--	:30	1	\$200.00	P-01	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	--WTF--		1			\$200.00			0.00			
		Week: 11/07/16	11/13/16	MT-----		1			\$200.00			0.00			
N 4	WEAU	11/02/16	11/07/16	WEAU 13 News @ Noon WEAU 13 News @ Noon	CM	1158a-1230p	1-111--	:30	4	\$300.00	P-02	0.00	NM	4	\$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: 10/31/16	11/06/16	--111--		3			\$300.00			0.00			
		Week: 11/07/16	11/13/16	1-----		1			\$300.00			0.00			
N 5	WEAU	11/02/16	11/07/16	WEAU 13 News @ 5p WEAU 13 News @ 5p	CM	5p-530p	M-WTF--	:30	1	\$1,500.00	P-01	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	--WTF--		1			\$1,500.00			0.00			
		Week: 11/07/16	11/13/16	M-----		1			\$1,500.00			0.00			
N 6	WEAU	11/02/16	11/07/16	WEAU 13 News @ 6p WEAU 13 News @ 6p	CM	6p-630	M-WTF--	:30	1	\$2,000.00	P-01	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	--WTF--		1			\$2,000.00			0.00			
		Week: 11/07/16	11/13/16	M-----		1			\$2,000.00			0.00			
N 7	WEAU	11/02/16	11/06/16	Wheel of Fortune M-F Wheel of Fortune M-F	CM	630p-7p	-----	:30	0	\$3,500.00	P-01	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	--WTF--		2			\$3,500.00			0.00			
N 8	WEAU	11/02/16	11/08/16	WEAU 13 News @ 10p M-F WEAU 13 News @ 10p M-F	CM	10p-1035p	M-WTF--	:30	1	\$2,000.00	P-01	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	--WTF--		1			\$2,000.00			0.00			
		Week: 11/07/16	11/13/16	M-----		1			\$2,000.00			0.00			
N 9	WEAU	11/02/16	11/08/16	WEAU 13 News @ 6p Sat WEAU 13 News @ 6p Sat	CM	6p-630p	-----S-	:30	1	\$1,500.00	P-01	0.00	NM	1	\$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: 10/31/16	11/06/16	-----S-		1			\$1,500.00			0.00			
		Week: 11/07/16	11/13/16	-----		0			\$0.00			0.00			
N 10	WEAU	11/02/16	11/08/16	Friday Prime 2 Hour Friday Prime 2 Hour	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	----F--	:30	1	\$1,000.00	P-01	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: 10/31/16	11/06/16	----F--		1			\$1,000.00			0.00			
		Week: 11/07/16	11/13/16	-----		0			\$0.00			0.00			
N 11	WEAU	11/02/16	11/08/16	Friday Prime Hr 1 Friday Prime Hr 1	CM	658p-8p	----F--	:30	1	\$1,500.00	P-01	0.00	NM	1	\$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: 10/31/16	11/06/16	----F--		1			\$1,500.00			0.00			
		Week: 11/07/16	11/13/16	-----		0			\$0.00			0.00			
N 12	WEAU	11/02/16	11/06/16	Hello Wisconsin @ 530a Hello Wisconsin @ 530a	CM	530a-6a	--WTF--	:30	1	\$600.00	P-01	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: 10/31/16	11/06/16	--WTF--		1			\$600.00			0.00			
N 13	WEAU	11/02/16	11/06/16	Hello Wisconsin @ 430a Hello Wisconsin @ 430a	CM	430a-5a	--WTF--	:30	1	\$10.00	P-02	0.00	NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	--WTF--		1			\$10.00			0.00			
N 14	WEAU	11/02/16	11/08/16	M-F 1030a-11a M-F 1030a-11a	CM	1030a-11a	--WTF--	:30	1	\$25.00	P-02	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 443121
Alt Order #:
Flight Dates: 11/02/16 - 11/08/16

Advertiser: Ron Johnson for Wisconsin
Product Desc: 1102-110816
Estimate:

WEAU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N14	WEAU	11/02/16	11/08/16	M-F 1030a-11a M-F 1030a-11a	CM	1030a-11a	--WTF--	:30	1	\$25.00	P-02	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--WTF--		1				\$25.00		0.00			
		Week: 11/07/16	11/13/16	-----		0				\$0.00		0.00			
N15	WEAU	11/02/16	11/07/16	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M-WTF--	:30	4	\$80.00	P-01	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--WTF--		3				\$80.00		0.00			
		Week: 11/07/16	11/13/16	M-----		1				\$80.00		0.00			
N16	WEAU	11/02/16	11/08/16	Saturday Night Live Saturday Night Live	CM	1030p-12a	-----S-	:30	1	\$200.00	P-02	0.00	NM	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: 10/31/16	11/06/16	-----S-		1				\$200.00		0.00			
		Week: 11/07/16	11/13/16	-----		0				\$0.00		0.00			
													Totals	29	\$30,755.00