

ORDER



Orders
Order / Rev: 443121
 Alt Order #:
Product Desc: 1102-110816
 Estimate:
Flight Dates: 11/02/16 - 11/08/16
Original Date / Rev: 11/01/16 / 11/01/16
Order Type: NORMAL

WEAU
Primary AE: Jami Clish
Sales Office: EAUN
Sales Region: National

Agency Name: Medium Buying LLC
Buying Contact:
Billing Contact:
 3380 Tremont Rd
 Columbus, OH 43221

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

Advertiser Name: Ron Johnson for Wisconsin
Demographic: A25+
Product Codes: Candidate - National - Senate
Priority: P-01
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID: 67646
Agency External ID: 64157
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	29	\$30,755.00	\$26,141.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	29	\$30,755.00	\$26,141.75	0.00
Totals	29	\$30,755.00	\$26,141.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jami Clish			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WEAU	31%	\$30,755.00
Market	100%	\$99,209.68

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EXOW	0%	\$0.00
KQEG	0%	\$0.00
UNKWN	0%	\$0.00
WEUX	0%	\$0.00
WHLA	0%	\$0.00
WHWC	0%	\$0.00
WKBT	31%	\$30,755.00
WLAX	13%	\$12,897.26
WQOW	0%	\$0.00
WXOW	25%	\$24,802.42

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEAU	11/02/16	11/08/16	Hello Wisconsin @ 6a Hello Wisconsin @ 6a	CM	6a-7a	MTWTF--	:30	3	\$1,750.00	P-01	0.00	NM	3	\$5,250.00
		<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				\$1,750.00		0.00			
		Week: 11/07/16	11/13/16	MT-----		1				\$1,750.00		0.00			
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

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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	S&M	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)	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>			

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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>			
		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			
N 15	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			
N 16	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