

# ORDER WORKSHEET

Rep Order# 9397568 Ver# 7 Status Revised

Traffic Order# 66010

Last Received:  
Showing Buylines:

Printed: 10/28/14 6:06 PM  
10/28/14 5:44 PM  
All Lines

1 of 5

Station WSAW-TV WAUSAU  
Advertiser (DUFFS) DUFFY, SEAN  
Product DUFFY/CON/REP  
Estimate# 3901  
Buyer SCOTT FRANKLIN

Agency (SMP) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E /3901  
Flight Dates 10/28/14-11/04/14

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 ---

SEAN DUFFY FOR CONGRESS - WI #7  
\*\*\*\*\*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 ---

CHRIS...HERE ARE THE NA'S & MG'S FOR DUFFY. PLEASE CONFIRM. THANKS JACOB/MIKE

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Tu-F	6A-7A	-	30	-	-	\$200.00	10/28-10/31	4	4	\$800.00
			Buy Comment: NEWS								
2	M-Tu	6A-7A	-	30	-	-	\$200.00	11/03-11/04	2	2	\$400.00
			Buy Comment: NEWS								
3	Tu-F	7A-9A	-	30	-	-	\$150.00	10/28-10/31	4	4	\$600.00
			Buy Comment: EARLY SHOW								
4	M-Tu	7A-9A	-	30	-	-	\$150.00	11/03-11/04	2	2	\$300.00
			Buy Comment: EARLY SHOW								
5	Tu-F	10A-11A	-	30	-	-	\$250.00	10/28-10/31	1	1	\$250.00
			Buy Comment: PRICE IS RIGHT								
6	M-Tu	10A-11A	-	30	-	-	\$250.00	11/03-11/04	2	2	\$500.00
			Buy Comment: PRICE IS RIGHT								
7	Tu-F	1215P-1230P	-	30	-	-	\$500.00	10/28-10/31	1	1	\$500.00
			Buy Comment: NEWS								

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Product	DUFFY/CON/REP
Estimate#	3901
Buyer	SCOTT FRANKLIN

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7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E /3901  
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**Sales Assistant** JACOB  
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**Salesperson Fax#** 202-872-0263

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
8	Tu	1215P-1230P	- Buy Comment: NEWS	30	-	-	\$500.00	11/04-11/04	1	1	\$500.00
9	Tu-F	515P-530P	- Buy Comment: NEWS	30	-	-	\$750.00	10/28-10/31	4	4	\$3,000.00
10	M	515P-530P	- Buy Comment: NEWS	30	-	-	\$750.00	11/03-11/03	1	1	\$750.00
11	Tu-F	530P-6P	- Buy Comment: NEWS	30	-	-	\$1,000.00	10/28-10/31	0	0	\$0.00
12*	M	530P-6P	- Buy Comment: NEWS Sales remark: V7 1X NA V7 Comment Changed, Spots/week Changed	30	-	-	\$1,000.00	11/03-11/03	0	0	\$0.00
13	Tu-F	615P-630P	- Buy Comment: NEWS	30	-	-	\$300.00	10/28-10/31	4	4	\$1,200.00
14	M	615P-630P	- Buy Comment: NEWS	30	-	-	\$300.00	11/03-11/03	1	1	\$300.00
15	M	630P-7P	- Buy Comment: IE	30	-	-	\$300.00	11/03-11/03	1	1	\$300.00
16	Tu-F	1015P-1035P	- Buy Comment: NEWS	30	-	-	\$500.00	10/28-10/31	2	2	\$1,000.00
17	M	1015P-1035P	- Buy Comment: NEWS	30	-	-	\$500.00	11/03-11/03	1	1	\$500.00



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29	F	8P-9P	-	30	-	-	\$1,000.00	10/31-10/31	1	1	\$1,000.00
			Buy Comment: HAWAII 5-0								
30	F	9P-10P	-	30	-	-	\$1,000.00	10/31-10/31	1	1	\$1,000.00
			Buy Comment: B BLOODS								
31*	Sa	6A-8A	-	30	-	-	\$300.00	11/01-11/01	1	1	\$300.00
			Buy Comment: SAT EARLY								
			Sales remark: V7 MG ADDED								
			V7 Added								
32*	Sa	5A-6A	-	30	-	-	\$100.00	11/01-11/01	1	1	\$100.00
			Buy Comment: AG BIZ								
			Sales remark: V7 MG ADDED								
			V7 Added								
33*	Su	1030A-11A	-	30	-	-	\$300.00	11/02-11/02	2	2	\$600.00
			Buy Comment: GREEN & GOLD								
			Sales remark: V7 MG ADDED								
			V7 Added								

## REPORT TOTALS

Report Totals: 48 / \$20,850.00

## SALES MONTHLY TOTALS

Nov2014: 48 / \$20,850.00

Order Totals: 48 / \$20,850.00 Total GRPs: 0.0

## COMPETITIVE

Market Totals \$37,909.09  
CABL .00% UNKN .00% WAOW 25.00% WBWA .00% WEXS 3.00%  
WJFW 17.00% WSAW 55.00%

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Books [FEB13]  
Demos RA35+

--- CREDIT RISK ---  
STANDARD CREDIT TERMS