

ORDER WORKSHEET

Rep Order# 9397566 Ver# 3 Status Revised

Traffic Order# 65953

Last Received:
Showing Buylines:

Printed: 10/01/14 5:24 PM
10/01/14 5:16 PM
All Lines

1 of 3

Station WSAW-TV WAUSAU
Advertiser (DUFF) DUFFY, SEAN
Product DUFFY/CON/REP
Estimate# 3899
Buyer SCOTT FRANKLIN

Agency (SMPL) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E /3899
Flight Dates 10/06/14-10/16/14

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 ---

REVISION TO SHOW NA'S & MG'S ON LINES 10, 23 & 24. PLEASE CONFIRM. THANKS MIKE

Ln	Day	Time	Program	Len	RTG/TMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	6A-7A	NEWS	30	-	-	\$200.00	10/06-10/10	2	2	\$400.00
2	M-Th	6A-7A	NEWS	30	-	-	\$200.00	10/13-10/16	2	2	\$400.00
3	M-F	7A-9A	EARLY SHOW	30	-	-	\$150.00	10/06-10/10	3	3	\$450.00
4	M-Th	7A-9A	EARLY SHOW	30	-	-	\$150.00	10/13-10/16	1	1	\$150.00
5	M-F	10A-11A	PRICE IS RIGHT	30	-	-	\$250.00	10/06-10/10	1	1	\$250.00
6	M-Th	10A-11A	PRICE IS RIGHT	30	-	-	\$250.00	10/13-10/16	2	2	\$500.00
7	M-F	1215P-1230P	NEWS	30	-	-	\$500.00	10/06-10/10	2	2	\$1,000.00
8	M-F	515P-530P	NEWS	30	-	-	\$750.00	10/06-10/10	3	3	\$2,250.00
9	M-Th	515P-530P	NEWS	30	-	-	\$750.00	10/13-10/16	2	2	\$1,500.00

ORDER WORKSHEET

Rep Order# 9397566 Ver# 3 Status Revised

Traffic Order# 65953

Last Received:
10/01/14 5:16 PM

Printed: 10/01/14 5:24 PM

2 of 3

Station WSAW-TV WAUSAU
Advertiser (DUFFY) DUFFY, SEAN
Product DUFFY/CON/REP
Estimate# 3899
Buyer SCOTT FRANKLIN

Agency (SMPL) STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E /3899
Flight Dates 10/06/14-10/16/14

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

Ln Day Time Program

Len RTG/IMP

GRPs/
(000)

Rate Dates

Spots/
Week

Total
Spots

Total Cost

10*	M-F	530P-6P	NEWS	30	-	-	\$1,000.00	10/06-10/10	0	0	\$0.00
Sales remark: V3 2X NA											
V3 Comment Changed, Spots/week Changed											
11	M-Th	530P-6P	NEWS	30	-	-	\$1,000.00	10/13-10/16	2	2	\$2,000.00
12	M-F	615P-630P	NEWS	30	-	-	\$300.00	10/06-10/10	3	3	\$900.00
13	M-Th	615P-630P	NEWS	30	-	-	\$300.00	10/13-10/16	1	1	\$300.00
14	M-Th	630P-7P	IE	30	-	-	\$300.00	10/13-10/16	1	1	\$300.00
15	M-F	1015P-1035P	NEWS	30	-	-	\$500.00	10/06-10/10	2	2	\$1,000.00
16	M-Th	1015P-1035P	NEWS	30	-	-	\$500.00	10/13-10/16	2	2	\$1,000.00
17	Su	8A-930A	SUNDAY MRN-CBS	30	-	-	\$300.00	10/12-10/12	1	1	\$300.00
18	M	9P-10P	NCIS LA	30	-	-	\$1,000.00	10/06-10/06	1	1	\$1,000.00
19	Tu	7P-8P	NCIS	30	-	-	\$450.00	10/14-10/14	1	1	\$450.00
20	Tu	8P-9P	NCIS NO	30	-	-	\$300.00	10/07-10/07	1	1	\$300.00
21	Th	725P-1015P	NFL	30	-	-	\$1,000.00	10/09-10/09 10/16-10/16	1 1	1 1	\$2,000.00
22	Su	1015P-1035P	NEWS	30	-	-	\$500.00	10/12-10/12	1	1	\$500.00
23*	W	8P-9P	C MINDS	30	-	-	\$1,000.00	10/08-10/08	1	1	\$1,000.00
Sales remark: V3 MG ADDED											
V3 Added											

ORDER WORKSHEET

Rep Order# 9397566 **Ver#** 3 **Status** Revised **Traffic Order#** 65953 **Printed:** 10/01/14 5:24 PM **3 of 3**
EC'd Yes **Last Received:** 10/01/14 5:16 PM
Showing Buylines: All Lines

Station WSAW-TV WAUSAU **Agency** (SMPL) STRATEGIC MEDIA PLACEMENT **Rep Firm** KATZ CONTINENTAL
Advertiser (DUFFY) DUFFY, SEAN **7669 STAGERS LOOP** **Sales Office** (DC) WASHINGTON
Product DUFFY/CON/REP **DELAWARE, OH 43015** **Salesperson** (MJO) MIKE JONES
Estimate# 3899 **Agency C/P1/P2/E** /3899 **Sales Assistant** JACOB
Buyer SCOTT FRANKLIN **Flight Dates** 10/06/14-10/16/14 **Salesperson Phone#** 202-872-5880
Salesperson Fax# 202-872-0263

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
24*	F	7P-8P	AM RACE	30	-	-	\$1,000.00	10/10-10/10	1	1	\$1,000.00
Sales remark: V3 MG ADDED											
V3 Added											

---REPORT TOTALS---

Report Totals: 38 / \$18,950.00

---SALES MONTHLY TOTALS---

Oct2014: 38 / \$18,950.00

Order Totals: 38 / \$18,950.00 Total GRPs: 0.0

---COMPETITIVE---

Market Totals \$34,454.55 CABL .00% UNKN .00% MAOW 25.00% WBWA .00% WFXS 3.00%
 WJFW 17.00% WSAW 55.00%

Books [FEB13]
Demos RA35+

---CREDIT RISK---

STANDARD CREDIT TERMS