

ORDER WORKSHEET

Rep Order# 9422888 Ver# 3 Status Revised

Traffic Order# 77666

Printed: 10/07/14 3:15 PM  
Last Received: 10/07/14 2:58 PM  
Showing Buylines: All Lines

Station WSAW-TV WAUSAU  
Advertiser (DUFFS) DUFFY, SEAN  
Product DUFFY/CON/REP  
Estimate# 4111  
Buyer SCOTT FRANKLIN

Agency (SMPL) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E /4111  
Flight Dates 10/08/14-10/13/14

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 ---

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..SEE ORDER FOR CHANGES. TOTAL STAYS THE SAME. PLEASE CONFIRM. THANKS JACOB/MIKE

Ln	Day	Time	Program	Len	RTG/IMP <i>Grid</i>	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1*	W-F, M	1230P-2P	SOAPS	30	4	-	\$150.00	10/08-10/13	4	4	\$600.00
Buy Comment: SOAPS											
Sales remark: V3 RATE CHANGE											
V3 Comment Changed, Rate Changed											
2*	W-F, M	3P-4P	M VIERA	30	4	-	\$80.00	10/08-10/13	4	4	\$320.00
Buy Comment: M VIERA											
Sales remark: V3 PGM CHANGE											
V3 Program Name Change, Comment Changed											
3*	W-F, M	4P-5P	ELLEN	30	4	-	\$200.00	10/08-10/13	4	4	\$800.00
Buy Comment: ELLEN											
Sales remark: V3 RATE CHANGE & 4X CAN											
V3 More than 2 codes changed											
4*	W-F, M	5P-530P	NEWS	30	4	-	\$750.00	10/08-10/13	1	1	\$750.00
Buy Comment: NEWS											
Sales remark: V3 RATE CHANGE & 2X CAN											
V3 More than 2 codes changed											

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7669 STAGERS LOOP  
DELAWARE OH 43015  
Agency C/P1/P2/E /4111  
Flight Dates 10/08/14-10/13/14

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Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
5*	W-F, M	6P-630P	NEWS	30	N/A	-	\$160.00	10/08-10/13	0	0	\$0.00
Buy Comment: NEWS											
Sales remark: V3 2X CAN											
V3 Comment Changed, Spots/week Changed											
6*	W-F, M	630P-7P	INSIDE ED	30	4	-	\$300.00	10/08-10/13	1	1	\$300.00
Buy Comment: INSIDE ED											
Sales remark: V3 RATE CHANGE											
V3 Comment Changed, Rate Changed											
7*	W-F, M	10P-1035P	NEWS	30	N/A	-	\$175.00	10/08-10/13	0	0	\$0.00
Buy Comment: NEWS											
Sales remark: V3 3X CAN											
V3 Comment Changed, Spots/week Changed											
8*	M	9P-10P	NCIS IAS	30	N/A	-	\$250.00	10/13-10/13	0	0	\$0.00
Buy Comment: NCIS IAS											
Sales remark: V3 1X CAN											
V3 Comment Changed, Spots/week Changed											
9*	F	7P-8P	AM RACE	30	N/A	-	\$225.00	10/10-10/10	0	0	\$0.00
Buy Comment: AM RACE											
Sales remark: V3 1X NA											
V3 Comment Changed, Spots/week Changed											
10*	W-F, M	430A-459A	SOAPS	30	-	-	\$100.00	10/08-10/13	1	1	\$100.00
Buy Comment: SOAPS											
Sales remark: V3-ADD											
V3 Added											
11*	W-F, M	930A-10A	MILLIONAIRE	30	4	-	\$75.00	10/08-10/13	1	1	\$75.00
Buy Comment: MILLIONAIRE											
Sales remark: V3 ADD											
V3 Added											

*SWN 10/7?*

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**---REPORT TOTALS---**  
 Report Totals: 16 / \$2,945.00

**---SALES MONTHLY TOTALS---**  
 Oct2014: 16 / \$2,945.00

Order Totals: 16 / \$2,945.00	Total GRPS: 0.0							
<b>--- COMPETITIVE ---</b>								
Market Totals	\$5,891.18	CABL .00%	UNKN .00%	WAOW 31.00%	WENW .00%	WEXS 5.01%		
		WJFW 14.00%	WSAW 49.99%					

**--- CREDIT RISK ---**  
 STANDARD CREDIT TERMS

**Books** [FEB13]  
**Demos** RA35+

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