

ORDER



Orders
Order / Rev: 334301
Alt Order #: 08992461
Product Desc: DALLEY FOR JUSTICE
Estimate: 5935
Flight Dates: 03/19/18 - 03/25/18
Original Date / Rev: 03/16/18 / 03/16/18
Order Type: GENERAL

WDJT-TV-LP CBS58
Primary AE: Andrew Hauck
Sales Office: HCHI
Sales Region: NAT

Agency Name: AL Media
Buying Contact:
Billing Contact:
 222 W. Ontario, Suite 600
 Chicago, IL 60610

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

Advertiser Name: Poli/R Dallet/I/SSC/WI
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/18	03/25/18	30	\$15,680.00	\$13,328.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2018	30	\$15,680.00	\$13,328.00	0.00
Totals	30	\$15,680.00	\$13,328.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Andrew Hauck			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDJT-TV-LP CBS58	32%	\$15,680.00
Market	100%	\$49,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	31%	\$15,190.00
WITI	22%	\$10,780.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	15%	\$7,350.00
WTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	03/19/18	03/23/18	Morning News M-F 5a - 6a	CM	5a - 6a	MTWTF--	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 03/19/18	03/25/18	MTWTF--	1	\$60.00	0.00								
E 2	WDJT	03/19/18	03/23/18	Morning News M-F 6a - 7a	CM	6a-7a	MTWTF--	:30	3	\$80.00	P-2	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 03/19/18	03/25/18	MTWTF--	3	\$80.00	0.00								

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WDJT-TV-LP CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	03/19/18	03/23/18	CBS This Morning M-F 7M CBS This Morning M-F 7a-9a	CM	7a-9a	MTWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/19/18	03/25/18	MTWTF--					4	\$150.00		0.00			
E 4	WDJT	03/19/18	03/23/18	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	MTWTF--	:30	2	\$200.00	P-2	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: 03/19/18	03/25/18	MTWTF--					2	\$200.00		0.00			
E 5	WDJT	03/19/18	03/23/18	M-F 5pm News M-F 5pm News	CM	5p-530p	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/19/18	03/25/18	MTWTF--					3	\$300.00		0.00			
E 6	WDJT	03/19/18	03/23/18	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	MTWTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$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: 03/19/18	03/25/18	MTWTF--					2	\$800.00		0.00			
E 7	WDJT	03/19/18	03/23/18	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/19/18	03/25/18	MTWTF--					2	\$1,000.00		0.00			
E 8	WDJT	03/19/18	03/23/18	M-F Late News M-F Late News	CM	10p-1035p	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$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: 03/19/18	03/25/18	MTWTF--					2	\$600.00		0.00			
E 9	WDJT	03/19/18	03/23/18	LF 1035p-1137p Late Show w/Stephen Colbert	CM	1035p-1137p	MTWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/19/18	03/25/18	MTWTF--					2	\$300.00		0.00			
E 10	WDJT	03/20/18	03/20/18	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1-----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/19/18	03/25/18	-1-----					1	\$3,200.00		0.00			
E 11	WDJT	03/22/18	03/23/18	Sweet Sixteen Sweet Sixteen	SPRT	6p-11p	---TF--	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/19/18	03/25/18	---TF--					1	\$2,800.00		0.00			
E 12	WDJT	03/24/18	03/24/18	CBS Sat Morn Nws 6a-8a CBS Sat Morn Nws 6a-8a	CM	6a-8a	-----1-	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/19/18	03/25/18	-----1-					1	\$80.00		0.00			
E 13	WDJT	03/24/18	03/24/18	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/19/18	03/25/18	-----1-					1	\$300.00		0.00			
E 14	WDJT	03/25/18	03/25/18	CBS58 Sun Morning 7a-8a CBS58 Sun Morning 7a-8a	CM	7a-8a	-----1	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/19/18	03/25/18	-----1					1	\$150.00		0.00			
E 15	WDJT	03/25/18	03/25/18	CBS Sunday Morn 758a CBS Sunday Morning	CM	8a-930a	-----1	:30	1	\$500.00	P-2	0.00	NM	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: 03/19/18	03/25/18	-----1					1	\$500.00		0.00			
E 16	WDJT	03/25/18	03/25/18	Face the Nation Face the Nation	CM	930a-1030a	-----1	:30	1	\$200.00	P-2	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: 03/19/18	03/25/18	-----1					1	\$200.00		0.00			
E 17	WDJT	03/25/18	03/25/18	Sun 530pm News Sun 530pm News	CM	530p-6p	-----1	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/19/18	03/25/18	-----1					1	\$250.00		0.00			

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E 17	WDJT	03/25/18	03/25/18	Sun 530pm News Sun 530pm News	CM	530p-6p	-----1	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		03/19/18	03/25/18	-----1			1			\$250.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WDJT	03/19/18-03/25/18		Sun 530pm News			530p-6p	-----Su	:30	(\$250.00)	0.00	NM			
				See MG 17.2											
				[Programming N/A due to NCAA Tournament.]											
2	WDJT	03/24/18-03/24/18		Sat 5pm News			5p-530p	-----Sa--	:30	\$250.00	0.00	NM			
				MG for 17.1 03/25											
E 18	WDJT	03/25/18	03/25/18	Sun Late News Sun Late News	CM	10p-1035p	-----1	:30	1	\$600.00	P-2	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:		03/19/18	03/25/18	-----1			1			\$600.00			0.00		
													Totals	30	\$15,680.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Christine Killian,
being/on behalf of: Rebecca Dallet,
a legally qualified candidate of the _____
political party for the office of: Wisconsin Supreme Court
in the Wisconsin Supreme Court General Election
election to be held on: April 3rd, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Dallet for Justice

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mark Cameli

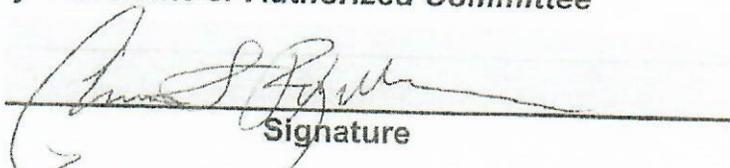
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

3/16/2018

Date


Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title