

## ORDER



**Orders**  
**Order / Rev:** 443474  
**Alt Order #:** WOC10495353  
**Product Desc:** TV  
**Estimate:** 5391  
**Flight Dates:** 11/01/16 - 11/07/16  
**Original Date / Rev:** 11/01/16 / 11/03/16  
**Order Type:** NORMAL

## WEAU

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

**Agency**  
**Name:** Targeted Platform Media  
**Buying Contact:**  
**Billing Contact:**  
 1291 Hollywood Ave  
 Annapolis, MD 21403

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

**Advertiser**  
**Name:** Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** Issue - National - Other  
**Priority:** P-01  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 38125  
**Agency External ID:** 52375  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/07/16	49	\$103,250.00	\$87,762.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	49	\$103,250.00	\$87,762.50	0.00
<b>Totals</b>	<b>49</b>	<b>\$103,250.00</b>	<b>\$87,762.50</b>	<b>0.00</b>

## 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	34%	\$103,250.00
Market	100%	\$303,676.47

## 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	33%	\$100,213.24
WLAX	8%	\$24,294.12
WQOW	0%	\$0.00
WXOW	25%	\$75,919.12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WEAU	11/01/16	11/07/16	Hello Wisconsin @ 530aCM Hello Wisconsin @ 530a (Program: WEAUHELLO WISCONSIN 530A)Jul-2016LP		5:30 AM-6:00 AM	MTWTF--	:30	2	\$600.00	P-01	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:		11/01/16	11/07/16	MTWTF--		2				\$600.00		0.00			
E 2	WEAU	11/01/16	11/07/16	Hello Wisconsin @ 6a CM Hello Wisconsin @ 6a		6:00 AM-7:00 AM	MTWTF--	:30	2	\$1,750.00	P-01	0.00	NM	2	\$3,500.00

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 Product Desc: TV  
 Estimate: 5391  
**WEAU**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: WEAU HELLO WISCONSIN 6A)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--		2			\$1,750.00			0.00			
E 3	WEAU	11/01/16	11/07/16	Today Show	CM	7:00 AM-9:00 AM	MTWTF--	:30	6	\$2,000.00	P-01	0.00	NM	6	\$12,000.00
				Today Show											
(Program: TODAY SHW)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--		6			\$2,000.00			0.00			
E 4	WEAU	11/01/16	11/07/16	WEAU 13 News Today	CM	10:00 AM-10:30 AM	MTWTF--	:30	4	\$100.00	P-01	0.00	NM	4	\$400.00
				WEAU 13 News Today											
(Program: WEAU13 NWS TDY)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--		4			\$100.00			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>		
3	WEAU	11/01/16-11/07/16		WEAU 13 News Today		10:00 AM-10:30 A	MTWThF----	:30		<del>(\$100.00)</del>		0.00	NM		
				See MG 4.5											
				[Program Change]											
5	NEAU	11/03/16-11/03/16		M-F 130p-2p		130p-2p	---Th-----	:30		\$100.00		0.00	NM		
				Ⓜ MG for 4.3 11/04											
				[makegood]											
E 5	WEAU	11/01/16	11/07/16	WEAU 13 News @ Noon	CM	12:00 PM-12:30 PM	MTWTF--	:30	3	\$750.00	P-01	0.00	NM	3	\$2,250.00
				WEAU 13 News @ Noon											
(Program: WEAU13 NWS-NN)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--		3			\$750.00			0.00			
E 6	WEAU	11/01/16	11/07/16	M-F 430p-5p	CM	4:30 PM-5:00 PM	MTWTF--	:30	3	\$200.00	P-01	0.00	NM	3	\$600.00
				M-F 430p-5p											
(Program: OMG! INSIDER)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--		3			\$200.00			0.00			
E 7	WEAU	11/01/16	11/07/16	WEAU 13 News @ 5p	CM	5:00 PM-5:30 PM	MTWTF--	:30	3	\$1,500.00	P-01	0.00	NM	3	\$4,500.00
				WEAU 13 News @ 5p											
(Program: WEAU13 NWS-5PM)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--		3			\$1,500.00			0.00			
E 8	WEAU	11/01/16	11/07/16	WEAU 13 News @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	4	\$2,000.00	P-01	0.00	NM	4	\$8,000.00
				WEAU 13 News @ 6p											
(Program: WEAU13 NWS-6PM)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--		4			\$2,000.00			0.00			
E 9	WEAU	11/01/16	11/07/16	Wheel of Fortune M-F	CM	6:30 PM-7:00 PM	MTWTF--	:30	4	\$3,500.00	P-01	0.00	NM	4	\$14,000.00
				Wheel of Fortune M-F											
(Program: WHEEL OF FORTUNE)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/16	11/07/16	MTWTF--		4			\$3,500.00			0.00			
E 10	WEAU	11/01/16	11/07/16	Monday Prime 2 Hour	CM	6:58 PM-9:00 PM	M-----	:30	2	\$7,500.00	P-01	0.00	NM	2	\$15,000.00
				Monday Prime 2 Hour		(6:58 PM-9:00 PM)									
(Program: VOICE-NBC)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/16	11/07/16	M-----		2			\$7,500.00			0.00			
E 11	WEAU	11/01/16	11/07/16	Monday Prime Hr 3	CM	9:00 PM-10:00 PM	M-----	:30	1	\$5,000.00	P-01	0.00	NM	1	\$5,000.00
				Monday Prime Hr 3		(9:00 PM-10:00 PM)									
(Program: SNL Election)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		11/01/16	11/07/16	M-----		1			\$5,000.00			0.00			

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 Estimate: 5391  
**WEAU**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	WEAU	11/01/16	11/07/16	Monday Prime Hr 3 Monday Prime Hr 3	CM	9:00 PM-10:00 PM (9:00 PM-10:00 PM)	-----	:30	1	\$5,000.00	P-01	0.00	NM	1	\$5,000.00
(Program: SNL Election)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/01/16		11/01/16	11/07/16	M-----	1		\$5,000.00		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	WEAU	11/01/16-11/07/16		Monday Prime Hr 3		9:00 PM-10:00 PM	-----	:30		<del>(\$5,000.00)</del>		0.00	NM		
See MG 11.2 [Wrong Inventory Code]															
2	NEAU	11/01/16-11/07/16		Monday Prime Special		9:00 PM-10:00 PM	-----	:30		\$5,000.00		0.00	NM		
Ⓜ MG for 11.1 11/07 [makegood]															
E 12	WEAU	11/01/16	11/07/16	WEAU 13 News @ 10p M WEAU 13 News @ 10p M-F	CM	10:00 PM-10:35 PM	--211--	:30	4	\$2,000.00	P-01	0.00	NM	4	\$8,000.00
(Program: WEAU 13 NEWS@TEN M-F)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/01/16		11/01/16	11/07/16	--211--	4		\$2,000.00		0.00						
E 13	WEAU	11/01/16	11/07/16	The Tonight Show The Tonight Show	CM	10:35 PM-11:35 PM	MTWTF--	:30	3	\$500.00	P-01	0.00	NM	3	\$1,500.00
(Program: TONITE SHOW W/ JIMMY FALLON)Jul-2016LP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/01/16		11/01/16	11/07/16	MTWTF--	3		\$500.00		0.00						
E 14	WEAU	11/01/16	11/02/16	Wednesday Prime Hr 2 Wednesday Prime Hr 2	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	--W----	:30	1	\$4,000.00	P-01	0.00	NM	1	\$4,000.00
(Program: Law & Order: SVU)Jul-2016LP															
		<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	11/06/16	--W----	1		\$4,000.00		0.00						
E 15	WEAU	11/01/16	11/03/16	Thursday Prime Hr 3 Thursday Prime Hr 3	CM	9p-10p	---T---	:30	1	\$3,000.00	P-01	0.00	NM	1	\$3,000.00
(Program: The Blacklist)Jul-2016LP															
		<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	11/06/16	---T---	1		\$3,000.00		0.00						
E 16	WEAU	11/01/16	11/04/16	Friday Prime 2 Hour Friday Prime 2 Hour	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	----F--	:30	2	\$1,000.00	P-01	0.00	NM	2	\$2,000.00
(Program: Dateline)Jul-2016LP															
		<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	11/06/16	----F--	2		\$1,000.00		0.00						
E 17	WEAU	11/01/16	11/05/16	WEAU 13 News @ 10p SM WEAU 13 News @ 10p Sat	CM	10:00 PM-10:30 PM	-----S-	:30	1	\$1,200.00	P-01	0.00	NM	1	\$1,200.00
(Program: WEAU 13 NEWS@TEN-SAT)Jul-2016LP															
		<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	11/06/16	-----S-	1		\$1,200.00		0.00						
E 18	WEAU	11/01/16	11/05/16	Saturday Night Live Saturday Night Live	CM	10:30 PM-12:00 AM	-----S-	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
(Program: SAT NITE LIVE)Jul-2016LP															
		<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	11/06/16	-----S-	1		\$600.00		0.00						
E 19	WEAU	11/01/16	11/06/16	Sunday Night FBall Gam Sunday Night Football	CM	7:12 PM-10:30 PM	-----S	:30	1	\$15,000.00	P-01	0.00	NM	1	\$15,000.00
(Program: NBC SUNDAY NIGHT FOOTBALL)Jul-2016LP															
		<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	11/06/16	-----S	1		\$15,000.00		0.00						
E 20	WEAU	11/01/16	11/06/16	Late Run 13 News @ 10p Late Run 13 News @ 10p	CM	Various	-----S	:30	1	\$1,500.00	P-01	0.00	NM	1	\$1,500.00
(Program: WEAU 13 NEWS@TEN- SUN LATE RUN)Jul-2016LP															
		<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	11/06/16	-----S	1		\$1,500.00		0.00						
Totals													49	\$103,250.00	