

ORDER



Orders	Order / Rev:	291807	
	Alt Order #:	08330848	
	Product Desc:	ENVIRONMENTAL DEFENS	
	Estimate:	5100	
	Flight Dates:	08/15/16 - 08/21/16	Primary AE: Mica Hansen
	Original Date / Rev:	07/22/16 / 08/15/16	Sales Office: HDC
	Order Type:	GENERAL	Sales Region: NAT
Agency	Name:	Waterfront Strategies	
	Buying Contact:	Maura Gilroy	Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		3050 K Street NW	Billing Cycle: EOM/EOC
		Washington, DC 20007	Agency Commission: 15%
Advertiser	Name:	Issue/Environmental Defense Fund	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL Issue	Order Separation: 00:15:00
	Priority:	P-2	Advertiser External ID:
	Revenue Codes:	AGY, POL, ISS	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/21/16	37	\$12,650.00	\$10,752.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	37	\$12,650.00	\$10,752.50	0.00
Totals	37	\$12,650.00	\$10,752.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mica Hansen			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP CBS58	16%	\$12,650.00
Market	100%	\$79,062.50

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$790.62
WISN	18%	\$14,231.25
WITI	33%	\$26,090.62
WMLW-	1%	\$790.62
WPXE	0%	\$0.00
WTMJ	29%	\$22,928.12
WTV	2%	\$1,581.25
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	08/15/16	08/19/16	M-F Late News M-F Late News	CM	10p-1035p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/15/16	08/21/16	MTWTF--		1				\$1,000.00		0.00			
E 2	WDJT	08/15/16	08/19/16	LF 1035p-1137p Late Show w/Stephen Colbert	CM	1035p-1137p	MTWTF--	: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:		08/15/16	08/21/16	MTWTF--		1				\$500.00		0.00			

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 Alt Order #: 08330848
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Advertiser: Issue/Environmental Defense Fund
 Product Desc: ENVIRONMENTAL DEFENS
 Estimate: 5100
 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	08/15/16	08/19/16	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	MTWTF--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	MTWTF--					1	\$400.00		0.00			
E 4	WDJT	08/15/16	08/19/16	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p	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: 08/15/16	08/21/16	MTWTF--					2	\$300.00		0.00			
E 5	WDJT	08/15/16	08/19/16	News at Noon News at Noon	CM	12p-1230p	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: 08/15/16	08/21/16	MTWTF--					2	\$300.00		0.00			
E 6	WDJT	08/15/16	08/19/16	2p-3p Rachael Ray	CM	2p-3p	MTWTF--	: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: 08/15/16	08/21/16	MTWTF--					1	\$150.00		0.00			
E 7	WDJT	08/15/16	08/19/16	3p-4p Dr Phil	CM	3p-4p	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: 08/15/16	08/21/16	MTWTF--					2	\$200.00		0.00			
E 8	WDJT	08/15/16	08/19/16	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: 08/15/16	08/21/16	MTWTF--					2	\$200.00		0.00			
E 9	WDJT	08/15/16	08/19/16	M-F 5pm News M-F 5pm News	CM	5p-530p	MTWTF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	MTWTF--					2	\$500.00		0.00			
E 10	WDJT	08/15/16	08/19/16	Morning News M-F 5a - 6M M-F 5a - 6a	CM	5a - 6a	MTWTF--	:30	4	\$60.00	P-2	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	MTWTF--					4	\$60.00		0.00			
E 11	WDJT	08/15/16	08/19/16	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	MTWTF--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	MTWTF--					1	\$1,400.00		0.00			
E 12	WDJT	08/15/16	08/19/16	Morning News M-F 6a - 7M M-F 6a - 7a	CM	6a-7a	MTWTF--	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	MTWTF--					3	\$100.00		0.00			
E 13	WDJT	08/15/16	08/19/16	CBS Mning Nws M-F 7-8M CBS This Morning M-F 7a-9a	CM	7a-9a	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	MTWTF--					5	\$100.00		0.00			
E 14	WDJT	08/20/16	08/20/16	Sat Late News Sat 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: 08/15/16	08/21/16	-----1-					1	\$600.00		0.00			
E 15	WDJT	08/20/16	08/20/16	Sat 1035p-1135p The Closer	CM	1035p-1135p	-----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: 08/15/16	08/21/16	-----1-					1	\$200.00		0.00			
E 16	WDJT	08/20/16	08/20/16	CBS Sat Morn Nws 6a-8M CBS Sat Morn Nws 6a-8a	CM	6a-8a	-----2-	:30	2	\$80.00	P-2	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	-----2-					2	\$80.00		0.00			
E 17	WDJT	08/21/16	08/21/16	Sun 1135p-1235a Blue Bloods	CM	1135p-1235a	-----S	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	-----S					2	\$100.00		0.00			

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 Estimate: 5100

WDJT-TV-LP CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WDJT	08/21/16	08/21/16	Sun 1135p-1235a Blue Bloods	CM	1135p-1235a	-----S	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/15/16	08/21/16	-----S		2			\$100.00			0.00			
E 18	WDJT	08/21/16	08/21/16	Sun 530pm News Sun 530pm News	CM	530p-6p	-----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:	08/15/16	08/21/16	-----1		1			\$500.00			0.00			
E 19	WDJT	08/21/16	08/21/16	CBS58 Sun Morning 7a-8a CBS58 Sun Morning 7a-8a		7a-8a	-----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:	08/15/16	08/21/16	-----1		1			\$200.00			0.00			
E 20	WDJT	08/21/16	08/21/16	CBS Sunday Morn 758a-9a CBS Sunday Morning		8a-930a	-----1	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/15/16	08/21/16	-----1		1			\$800.00			0.00			
E 21	WDJT	08/16/16	08/16/16	Tu 8p - 9p Tu 8p - 9p	CM	Tu 8p - 9p	-1-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/15/16	08/21/16	-1-----		1			\$2,500.00			0.00			
													Totals	37	\$12,650.00

AGREEMENT FORM FOR
NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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WATERFRONT STRATEGIES

do hereby request station time concerning the following issue:

ENVIRONMENTAL DEFENSE ACTION FUND - WI SENATE

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

This broadcast time will be used by: ENVIRONMENTAL DEFENSE ACTION FUND

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Ron Johnson WI Senate 11/6/16

I represent that the payment for the above described broadcast time has been furnished by (name and address):

EDAF 1675 Connecticut Ave Suite 600 Washington DC 20006

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Elizabeth Thompson - President
Fred Krupp - Executive Director
Joe Bonfiglio - Deputy Director

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

7/27/16 [Signature] 202-338-8700
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature Printed Name Title