

ORDER



Orders
Order / Rev: 296723
Alt Order #: 08411706
Product Desc: PAUL RYAN FOR CONGRE
Estimate: 3351
Flight Dates: 10/18/16 - 10/24/16
Original Date / Rev: 10/06/16 / 10/25/16
Order Type: GENERAL

WDJT-TV-LP CBS58
Primary AE: Mica Hansen
Sales Office: HDC
Sales Region: NAT

Agency Name: Crossroads Media LLC
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

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

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

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/24/16	28	\$52,500.00	\$44,625.00

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	28	\$52,500.00	\$44,625.00	0.00
Totals	28	\$52,500.00	\$44,625.00	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	34%	\$52,500.00
Market	100%	\$154,411.76

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	33%	\$50,955.88
WITI	8%	\$12,352.94
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	25%	\$38,602.94
WVTV	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	10/21/16	10/21/16	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	----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: 10/17/16	10/23/16	----1--		1				\$80.00		0.00			
E 2	WDJT	10/21/16	10/21/16	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$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: 10/17/16	10/23/16	----1--		1				\$1,200.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/21/16	10/21/16	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a	CM	7a-9a	----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: 10/17/16	10/23/16	----1--		1		\$80.00		0.00					
E 4	WDJT	10/24/16	10/24/16	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	1-----	: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: 10/24/16	10/30/16	1-----		1		\$400.00		0.00					
E 5	WDJT	10/24/16	10/24/16	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	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: 10/24/16	10/30/16	1-----		1		\$800.00		0.00					
E 6	WDJT	10/24/16	10/24/16	Morning News M-F 6a - 7M M-F 6a - 7a	CM	6a-7a	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: 10/24/16	10/30/16	1-----		1		\$80.00		0.00					
E 7	WDJT	10/24/16	10/24/16	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a	CM	7a-9a	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: 10/24/16	10/30/16	1-----		1		\$80.00		0.00					
E 8	WDJT	10/23/16	10/23/16	Green Bay Nation Green Bay Nation	CM	10am-1030am	-----1	:30	1	\$300.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/17/16	10/23/16	-----1		1		\$300.00		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	10/17/16-10/23/16	Green Bay Nation		10am-1030am	-----su	:30		(\$300.00)		0.00	NM		
				See MG 8.2,8.3 [reduce to \$250 P3 - mg \$50 into 430-5a or 5-6a News]											
	2	WDJT	10/23/16-10/23/16	Green Bay Nation		10am-1030am	-----su	:30		\$250.00		0.00	NM		
				Ⓜ MG for 8.1 10/23											
	3	WDJT	10/18/16-10/20/16	Morn News Sun-TH 430x-5x 430x-5x			-TWTh----	:30		\$50.00		0.00	NM		
				Ⓜ MG for 8.1 10/23											
E 9	WDJT	10/23/16	10/23/16	Sun 530pm News Sun 530pm News	CM	530p-6p	-----1	:30	1	\$300.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/17/16	10/23/16	-----1		1		\$300.00		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	10/17/16-10/23/16	Sun 530pm News		530p-6p	-----su	:30		(\$300.00)		0.00	NM		
				See MG 15.2,15.3 [na due to sports]											
E 10	WDJT	10/23/16	10/23/16	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$2,400.00	P-2	0.00	NM	1	\$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: 10/17/16	10/23/16	-----1		1		\$2,400.00		0.00					
E 11	WDJT	10/23/16	10/23/16	Su 7p - 8p NCIS: Los Angeles	CM	7p - 8p	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/17/16	10/23/16	-----1		1		\$3,000.00		0.00					
E 12	WDJT	10/23/16	10/23/16	CBS Sunday Morn 758a@M CBS Sunday Morning	CM	8a-930a	-----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: 10/17/16	10/23/16	-----1		1		\$600.00		0.00					
E 13	WDJT	10/20/16	10/20/16	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	---1---	: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: 10/17/16	10/23/16	---1---		1		\$400.00		0.00					
E 14	WDJT	10/20/16	10/20/16	Packers Pre-Game Packers Pre-Game	SPRT	Thu 6-630p	---1---	:30	1	\$1,000.00	P-3	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: 10/17/16	10/23/16	---1---		1		\$1,000.00		0.00					

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E 14	WDJT	10/20/16	10/20/16	Packers Pre-Game Packers Pre-Game	SPRT	Thu 6-630p	---1---	:30	1	\$1,000.00	P-3	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:	10/17/16	10/23/16	---1---		1				\$1,000.00		0.00			
E 15	WDJT	10/20/16	10/20/16	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---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:	10/17/16	10/23/16	---1---		1				\$800.00		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	10/17/16-10/23/16	Jeopardy 6p-630p		M-F 6p-630p	---Th----	:30		(\$800.00)		0.00	NM		
				See MG 15.2,15.3 [na due to sports]											
	2	WDJT	10/18/16-10/21/16	M-F Late News		10p-1035p	-TWThF----	:30		\$800.00		0.00	NM		
				Ⓜ MG for 15.1,9.1											
	3	WDJT	10/22/16-10/22/16	Sat 6p-7p Jep/Wheel		Sat 6-7p	-----Sa--	:30		(\$300.00)		0.00	NM		
				Ⓜ Credited											
E 16	WDJT	10/20/16	10/20/16	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	---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:	10/17/16	10/23/16	---1---		1				\$80.00		0.00			
E 17	WDJT	10/20/16	10/20/16	NFL Thu Nght Kickoff Show NFL Thu Nght Packers	CM	630p-730p	---1---	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	---1---		1				\$7,000.00		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	WDJT	10/17/16-10/23/16	NFL Thu Nght Kickoff Show		630p-730p	---Th----	:30		\$7,000.00		0.00	NM		
E 18	WDJT	10/20/16	10/20/16	CBS Mrning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	---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:	10/17/16	10/23/16	---1---		1				\$80.00		0.00			
E 19	WDJT	10/20/16	10/20/16	Green Bay Packers Green Bay Packers	SPRT	Various	---1---	:30	1	\$25,000.00	P-3	0.00	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	---1---		1				\$25,000.00		0.00			
E 20	WDJT	10/18/16	10/18/16	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-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:	10/17/16	10/23/16	-1-----		1				\$800.00		0.00			
E 21	WDJT	10/18/16	10/18/16	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	-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:	10/17/16	10/23/16	-1-----		1				\$80.00		0.00			
E 22	WDJT	10/18/16	10/18/16	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1-----	:30	1	\$3,600.00	P-2	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	-1-----		1				\$3,600.00		0.00			
E 23	WDJT	10/18/16	10/18/16	CBS Mrning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	-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:	10/17/16	10/23/16	-1-----		1				\$80.00		0.00			
E 24	WDJT	10/18/16	10/18/16	Tu 8p - 9p Bull	CM	Tu 8p - 9p	-1-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$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:	10/17/16	10/23/16	-1-----		1				\$2,400.00		0.00			
E 25	WDJT	10/19/16	10/19/16	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	--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:	10/17/16	10/23/16	--1----		1				\$800.00		0.00			
E 26	WDJT	10/19/16	10/19/16		CM	6a-7a		:30	1	\$80.00	P-2	0.00	NM	1	\$80.00

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				Morning News M-F 6a - 7a			--1----								
				M-F 6a - 7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	--1----		1				\$80.00		0.00			
E 27	WDJT	10/19/16	10/19/16	Wheel of Fortune 630p-7p	CM	M-F 630p-7p	--1----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				630p-7p/Wheel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	--1----		1				\$1,200.00		0.00			
E 28	WDJT	10/19/16	10/19/16	CBS Mrning Nws M-F 7-9a	CM	7a-9a	--1----	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
				CBS This Morning M-F 7a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	--1----		1				\$80.00		0.00			
													Totals	28	\$52,500.00

FEDERAL ELECTION COMMISSION
1177 G Street, N.E. Washington, D.C. 20002

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To avail themselves of The Lowest Full Charge for ring of Political
Candidates, Federal Candidates must Sign The Candidate's Certificate

Station and Location: _____ Date: _____

I, Crossroads Media

being/on behalf of: Patti Heck

a legally qualified candidate of the Ryan for Congress

political party for the office of: Republican

in the U.S. Congress

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Position or Package	Days	Class	Charges 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:

Ryan for Congress

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:

Paul Mair - Treasurer

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 IN THE SALE OF AIRTIME ON THE BASIS OF RACE OR ETHNICITY. THE POLICE BUREAU ADVERTISER IS _____

To Be Signed By Candidate or Authorized Committee

10/6/13

Date

[Signature]

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

Agreement for Federal Candidates To Broadcast Their Own Political Statements Pursuant to the Political Candidate Rule: The Following Certification Is Required

I, Cr. Sloan's Media
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

[Handwritten Signature]
signature of candidate or authorized committee

Andrew DeWitt 1/13
printed name date

Any handwritten information included on this form was not provided by the agency and was included without their knowledge or consent.