

# ORDER



**Orders**  
**Order / Rev:** 349268  
**Alt Order #:** 09287397  
**Product Desc:** KOOYENGA 4 STATE SEN  
**Estimate:** 10610  
**Flight Dates:** 10/17/18 - 10/22/18  
**Original Date / Rev:** 10/15/18 / 10/18/18  
**Order Type:** GENERAL

**WDJT-TV-LP CBS58**

**Primary AE:** Mick Nesci  
**Sales Office:** HPHIL  
**Sales Region:** NAT

**Agency Name:** American Media & Advocacy Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

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

**Advertiser Name:** Poli/D Kooyenga/R/SSN/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:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/22/18	23	\$10,100.00	\$8,585.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	23	\$10,100.00	\$8,585.00	0.00
<b>Totals</b>	<b>23</b>	<b>\$10,100.00</b>	<b>\$8,585.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mick Nesci			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WDJT-TV-LP CBS58	22%	\$10,100.00
Market	100%	\$45,909.09

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$459.09
WCGV	0%	\$0.00
WISN	28%	\$12,854.55
WITI	27%	\$12,395.45
WMLW-	2%	\$918.18
WPXE	0%	\$0.00
WTMJ	20%	\$9,181.82
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	10/22/18	10/22/18	Morning News M-F 6a - 7a	CM	6a-7a	1-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/18	10/28/18	1-----		1				\$100.00		0.00			
E 2	WDJT	10/17/18	10/17/18	M-F 4p-5p News	CM	4p-5p	--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: 10/15/18	10/21/18	--1----		1				\$200.00		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	10/18/18	10/18/18	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	---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:	10/15/18	10/21/18	---1---		1				\$200.00		0.00			
E 4	WDJT	10/19/18	10/19/18	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	----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:	10/15/18	10/21/18	----1--		1				\$200.00		0.00			
E 5	WDJT	10/22/18	10/22/18	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	: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:	10/22/18	10/28/18	1-----		1				\$1,000.00		0.00			
E 6	WDJT	10/17/18	10/17/18	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	--1----	: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:	10/15/18	10/21/18	--1----		1				\$1,000.00		0.00			
E 7	WDJT	10/18/18	10/18/18	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---1---	: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:	10/15/18	10/21/18	---1---		1				\$1,000.00		0.00			
E 8	WDJT	10/19/18	10/19/18	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	----1--	: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:	10/15/18	10/21/18	----1--		1				\$1,000.00		0.00			
E 9	WDJT	10/19/18	10/19/18	Fr 7p - 8p Macgyver	CM	Fri 7p - 8p	----1--	:30	1	\$1,600.00	P-2	0.00	NM	1	\$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:	10/15/18	10/21/18	----1--		1				\$1,600.00		0.00			
E 10	WDJT	10/19/18	10/19/18	Fr 8p - 9p Hawaii Five-O	CM	8p - 9p	----1--	:30	1	\$2,000.00	P-2	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/18	10/21/18	----1--		1				\$2,000.00		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	10/15/18-10/21/18	Fr 8p - 9p			8p - 9p	-----F----	:30		<del>(\$2,000.00)</del>		0.00	NM		
			See MG 10.2,10.3,10.4,10.5,10.6,10.7												
			[sold out at P2]												
2	WDJT	10/21/18-10/21/18	NFL Today			NFL Today	-----Su	:30		\$1,000.00		0.00	NM		
			MG for 11.1,10.1												
3	WDJT	10/20/18-10/20/18	Prime Movie Special			7pm-10pm	-----Sa--	:30		\$500.00		0.00	NM		
			MG for 11.1,10.1												
4	WDJT	10/20/18-10/20/18	Prime Movie Special			7pm-10pm	-----Sa--	:30		\$500.00		0.00	NM		
			MG for 11.1,10.1												
5	WDJT	10/19/18-10/20/18	SEC Afternoon Game			Sat 230-6p	-----FSa--	:30		\$400.00		0.00	NM		
			MG for 11.1,10.1												
6	WDJT	10/19/18-10/22/18	CBS This Morning M-F 7-9a			7a-9a	M----F----	:30		\$150.00		0.00	NM		
			MG for 11.1,10.1												
7	WDJT	10/19/18-10/22/18	CBS This Morning M-F 7-9a			7a-9a	M----F----	:30		\$150.00		0.00	NM		
			MG for 11.1,10.1												
E 11	WDJT	10/20/18	10/20/18	Sa 7p - 8p Crimetime Saturday	CM	7p - 8p	-----1-	:30	1	\$700.00	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:	10/15/18	10/21/18	-----1-		1				\$700.00		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	10/15/18-10/21/18	Sa 7p - 8p			7p - 8p	-----Sa--	:30		<del>(\$700.00)</del>		0.00	NM		
			See MG 10.2,10.3,10.4,10.5,10.6,10.7												
			[NA - program change]												
E 12	WDJT	10/17/18	10/17/18	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	--1----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/18	10/21/18	--1----		1				\$100.00		0.00			



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E 12	WDJT	10/17/18	10/17/18	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	--1----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/18	10/21/18	--1----					1	\$100.00		0.00			
E 13	WDJT	10/18/18	10/18/18	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	---1---	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/18	10/21/18	---1---					1	\$100.00		0.00			
E 14	WDJT	10/19/18	10/19/18	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	----1--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/18	10/21/18	----1--					1	\$100.00		0.00			
E 15	WDJT	10/22/18	10/22/18	3p-4p Dr Phil	CM	3p-4p	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:	10/22/18	10/28/18	1-----					1	\$150.00		0.00			
E 16	WDJT	10/17/18	10/17/18	3p-4p Dr Phil	CM	3p-4p	--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:	10/15/18	10/21/18	--1----					1	\$150.00		0.00			
E 17	WDJT	10/18/18	10/18/18	3p-4p Dr Phil	CM	3p-4p	---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:	10/15/18	10/21/18	---1---					1	\$150.00		0.00			
E 18	WDJT	10/19/18	10/19/18	3p-4p Dr Phil	CM	3p-4p	----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:	10/15/18	10/21/18	----1--					1	\$150.00		0.00			
E 19	WDJT	10/22/18	10/22/18	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	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:	10/22/18	10/28/18	1-----					1	\$200.00		0.00			
Totals													23	\$10,100.00	

## 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**

<b>Station and Location:</b> <u>WDJT, WMLW, WBME</u>	<b>Date:</b>
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I, American Media & Advocacy Group,

being/on behalf of: Citizens for Kooyenga,

a legally qualified candidate of the Republican

political party for the office of: Wisconsin State Senate

in the General

election to be held on: November 6, 2018

do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):**



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

American Media & Advocacy Group

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.

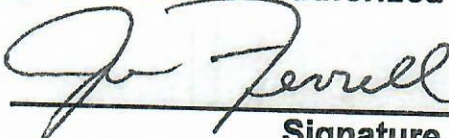
The name of the treasurer of the candidate's authorized committee is:

Anna Cahalane

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***

\_\_\_\_\_  \_\_\_\_\_  
Date Signature

***To Be Signed By Station Representative***

Accepted  Accepted in Part  Rejected  
 \_\_\_\_\_ Adam Lester \_\_\_\_\_ Sales Mgr  
Signature Printed Name Title

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, American Media & Advocacy Group

(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.

Jon Ferrell, agent for Citizens for Kooyoung  
signature of candidate or authorized committee

JON FERRELL

printed name

date



### AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

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

Attach proposed schedule with charges (if available):

#### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.