

Buy Detail Report

REVISION
do not double book

Date: 8/16/2018

Client: WMC Issues Mobilization Council, Inc
Media: TV
Product: WMC
Primary Demo: Adults 35+

Description: ESTIMATE #2579
Flight Start Date: 08/27/2018
Flight End Date: 09/09/2018
Survey: Jul17 DMA Nielsen Live+1

Vendor: WEAU-TV
1907 S Hastings Way
Eau Claire, WI 54701-4551
Contact: Weinke, Cheri
Phone: 715-835-1313
Fax: 715-832-0246
Affiliation: NBC

Comments: REVISED TO UPDATE DUE TO N/A's
Market/System: La Crosse
FLIGHT WED 8/29 - FRI 9/7; DARK ON MON 9/3 & TUES 9/4

Daypart Program	Daypart Code	STN Gross	Dur	Wks 8/27	9/3	Total Spots	Adults 35+ Rtg/CPP
WEAU-TV							
MTuWThF 5:30a-6:00a WEAUHELLO WISCONSIN 530A	EM	\$150.00	30	3	3	6	1.2 \$125.00
MTuWThF 6:00a-7:00a WEAU HELLO WISCONSIN 6A	EM	\$500.00	30	6	6	12	2.9 \$172.41
MTuWThF 7:00a-9:00a TODAY SHOW	EM	\$500.00	30	6	6	12	3.4 \$147.06
MTuWThF 9:00a-10:00a MEGVN KELLY TODAY	DT	\$300.00	30	6	6	12	1.3 \$230.77
MTuWThF 12:00p-12:30p WEAU13 NEWS AT NOON	DT	\$200.00	30	3	3	6	2.4 \$83.33
MTuWThF 4:30p-5:00p JEOPARDY	EF	\$180.00	30	3	3	6	1.4 \$128.57
MTuWThF 4:00p-4:30p WEAU NEWS AT FOUR	EN	\$160.00	30	3	3	6	3.4 \$47.06
MTuWThF 5:00p-5:30p WEAU13 NWS-5PM	EN	\$550.00	30	3	3	6	6.5 \$84.62
MTuWThF 6:00p-6:30p WEAU13 NWS-6PM	EN	\$900.00	30	3	3	6	7.3 \$123.29
MTuWThF 6:30p-7:00p WHEEL OF FORTUNE	PA	\$1,000.00	30	3	3	6	8.3 \$120.48
W 7:00p-8:00p AMERICAS GOT TALENT	PT	\$5,000.00	30			1	2.5 \$2,000.00

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WEAU-TV							
F 9:00p-10:00p DATELINE	PT	\$500.00	30	1	1	2	2.1 \$238.10
MTWThF 10:00p-10:35p WEAU 13 NEWS@TEN M-F	LN	\$900.00	30	3	3	6	5.9 \$152.54
MTWThF 10:35p-11:35p TONITE SHOW w/ JIMMY FALLON	LF	\$260.00	30	3	3	6	1.4 \$185.71
Sa 7:00a-9:00a SATURDAY TODAY	WK	\$260.00	30	2		2	2.2 \$118.18
Sa 5:00p-5:30p JEOPARDY-SAT	WK	\$150.00	30	1		1	1.6 \$93.75
Sa 6:00p-6:30p WEAU13 NWS-6PM	WK	\$300.00	30	1		1	3.4 \$88.24
Sa 10:00p-10:30p WEAU 13 NEWS@TEN-SAT	WK	\$600.00	30	1		1	5.7 \$105.26
Sa 10:30p-12:00a SAT NITE LIVE	WK	\$450.00	30	2		2	1.3 \$346.15
Su 7:00a-8:00a SUN TODAY-NBC	WK	\$260.00	30	2		2	1.5 \$173.33
Su 8:00a-9:00a MEET PRESS-SUN	WK	\$500.00	30	2		2	2.2 \$227.27
Su 5:00p-5:30p OUTDOOR AMERICA	WK	\$120.00	30	1		1	1.8 \$66.67

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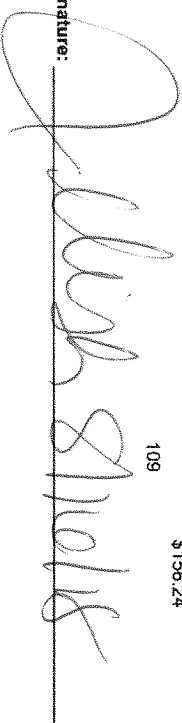
Send Billing To:

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WEAU-TV								
Su 10:00p-10:35p	WK	\$900.00	30	1		1	5.6	
WEAU 13 NEWS@TEN-SUN							\$160.71	
Su 10:35p-11:05p	WK	\$150.00	30	1		1	1.6	
OUTDOORSMAN WITH BUCK MCNEELEY							\$93.75	
Th 7:20p-10:30p	SP	\$2,500.00	30	2		2	4.8	
THURSDAY NIGHT FOOTBALL KICK OFF							\$520.83	
Total Spots: 63 46						109	368.4	
Total GRP/GMP(000): 207.3 161.1							\$156.24	
Total CPP/CPM:								
Total Cost:							\$57,560.00	

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Disclaimer:

Signature: 

Summary by Station

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Station	Total Spots	STN Gross	PCT	CPP	Adults 35+	GRP	PCT
WXOW-S2							
KATHI	54	\$68,200.00	35%	\$363.15	187.8	20%	
WLAX-S2							
MARK	33	\$10,550.00	5%	\$165.62	63.7	7%	
WKBT-TV							
LYNDA	125	\$57,750.00	30%	\$174.26	331.4	35%	
WEAU-TV							
JAMI	109	\$57,560.00	30%	\$156.24	368.4	39%	
Market Total:	321	\$194,060.00		\$203.99	951.3		