



Buy Detail Report

Revision #: Date: 8/10/2018

Client: Friends of Scott Walker	Estimate: 168	Vendor: WEAU-TV	Send Billing To: Nonbox
Media: TV	Description: 2018T SWF 0816	1907 S. Hastings Way, PO Box 47	5307 S. 92nd Street
Product: Scott Walker for Governor	Flight Start Date: 8/16/2018 03:00 AM		
Market: La Crosse	Flight End Date: 8/30/2018 02:59 AM	Eau Claire, WI 54701/54702	Hales Corners, WI 53130
			Phone: 414-425-8800

Separation between spots: 30 **Buyer:** Emilie Kassa

Phone: 715-835-1313

Fax: 715-832-0246

Affiliation: NBC

Line	Daypart No Program	Daypart Code	STN Gross	Days Dur	Thu 8/16	Fri 8/17	Sat 8/18	Sun 8/19	Mon 8/20	Tue 8/21	Wed 8/22	Thu 8/23	Fri 8/24	Sat 8/25	Sun 8/26	Mon 8/27	Tue 8/28	Wed 8/29
WEAU-TV																		
1	MTuWThF 12:00p-12:30p WEAU13 NWS-NN	DT	\$100.00	30	1	1			1	1	1	1	1			1	1	1
3	MTuWThF 6:30p- 7:00p WHEEL-FORTNE<	PA	\$500.00	30		1				1		1				1		1
4	Su 10:00p-10:35p LATE NEWS	LN	\$450.00	30				1										
5	MTuWThF 7:00a- 9:00a TODAY SHW<	EM	\$200.00	30	1	1			1	1	1	1	1			1	1	1
6	Sa 7:00a- 9:00a SATURDAY TODAY<	EM	\$200.00	30			1							2				
7	MTuWThF 6:00a- 7:00a HELLO WISC 6A	EM	\$200.00	30	1	1			1	1	1	1	1			1	1	1
8	Su 7:00a- 8:00a SUN TODAY-NBC	EM	\$130.00	30				2							1			
9	MTuWThF 5:00p- 5:30p WEAU13 NWS-5PM	EN	\$275.00	30	1	1			1	1	1	1	1			1	1	1
10	MTuWThF 6:00p- 6:30p WEAU13 NWS-6PM	EN	\$450.00	30	1	1			1	1	1	1	1			1	1	1
29	MTuWThF 4:00p- 4:30p WEAU13 NWS@4<	EN	\$80.00	30					1	1	1	1	1			1	1	1
30	MTuWThF 10:00p-10:35p WEAU13 NW-10PM<	LN	\$400.00	30	1				1	1	1	1	1				1	1



Buy Detail Report

Revision #: Date: 8/10/2018

Client: Friends of Scott Walker
Media: TV
Product: Scott Walker for Governor
Market: La Crosse

Estimate: 168
Description: 2018T SWF 0816
Flight Start Date: 8/16/2018 03:00 AM
Flight End Date: 8/30/2018 02:59 AM

Vendor: WEAU-TV
 1907 S. Hastings Way, PO Box 47
 Eau Claire, WI 54701/54702

Send Billing To: Nonbox
 5307 S. 92nd Street
 Hales Corners, WI 53130
Phone: 414-425-8800

Separation between spots: 30

Buyer: Emilie Kassa

Phone: 715-835-1313
Fax: 715-832-0246

Affiliation: NBC

Daypart Line No Program	Daypart Code	STN Gross	Days Dur	Thu 8/16	Fri 8/17	Sat 8/18	Sun 8/19	Mon 8/20	Tue 8/21	Wed 8/22	Thu 8/23	Fri 8/24	Sat 8/25	Sun 8/26	Mon 8/27	Tue 8/28	Wed 8/29
WEAU-TV																	
Total Spots:				6	6	1	3	7	8	7	8	7	2	1	7	7	8



Buy Detail Report

Revision #: Date: 8/10/2018

Client: Friends of Scott Walker
Media: TV
Product: Scott Walker for Governor
Market: La Crosse

Estimate: 168
Description: 2018T SWF 0816
Flight Start Date: 8/16/2018 03:00 AM
Flight End Date: 8/30/2018 02:59 AM

Vendor: WEAU-TV
 1907 S. Hastings Way, PO Box 47
 Eau Claire, WI 54701/54702

Send Billing To: Nonbox
 5307 S. 92nd Street
 Hales Corners, WI 53130
Phone: 414-425-8800

Separation between spots: 30

Buyer: Emilie Kassa

Phone: 715-835-1313

Fax: 715-832-0246

Affiliation: NBC

Line No	Daypart Program	Daypart Code	STN Gross	Days Dur	Thu 8/30	Total Spots
WEAU-TV						
1	MTuWThF 12:00p-12:30p WEAU13 NWS-NN	DT	\$100.00	30	1	11
3	MTuWThF 6:30p- 7:00p WHEEL-FORTNE<	PA	\$500.00	30		5
4	Su 10:00p-10:35p LATE NEWS	LN	\$450.00	30		1
5	MTuWThF 7:00a- 9:00a TODAY SHW<	EM	\$200.00	30		10
6	Sa 7:00a- 9:00a SATURDAY TODAY<	EM	\$200.00	30		3
7	MTuWThF 6:00a- 7:00a HELLO WISC 6A	EM	\$200.00	30		10
8	Su 7:00a- 8:00a SUN TODAY-NBC	EM	\$130.00	30		3
9	MTuWThF 5:00p- 5:30p WEAU13 NWS-5PM	EN	\$275.00	30		10
10	MTuWThF 6:00p- 6:30p WEAU13 NWS-6PM	EN	\$450.00	30		10
29	MTuWThF 4:00p- 4:30p WEAU13 NWS@4<	EN	\$80.00	30	1	9
30	MTuWThF 10:00p-10:35p WEAU13 NW-10PM<	LN	\$400.00	30		8



Buy Detail Report

Revision #: Date: 8/10/2018

Client: Friends of Scott Walker
Media: TV
Product: Scott Walker for Governor
Market: La Crosse

Estimate: 168
Description: 2018T SWF 0816
Flight Start Date: 8/16/2018 03:00 AM
Flight End Date: 8/30/2018 02:59 AM

Vendor: WEAU-TV
1907 S. Hastings Way, PO Box 47
Eau Claire, WI 54701/54702

Send Billing To: Nonbox
5307 S. 92nd Street
Hales Corners, WI 53130
Phone: 414-425-8800

Separation between spots: 30

Buyer: Emilie Kassa

Phone: 715-835-1313

Fax: 715-832-0246

Affiliation: NBC

Daypart Line No Program	Daypart Code	STN Gross	Days Dur	Thu 8/30	Total Spots
WEAU-TV					
			Total Spots:	2	80
Total Cost:		\$20,210.00			80
Station Monthly Summary					
AUG 18		\$14,315.00			56
SEP 18		\$5,895.00			24
Total Cost:		\$20,210.00			80

Signature: _____