

# Northland Television, LLC - WJFW-12



Order

Orig. Date:	07/09/2018	Advertiser:	TAMMY BALDWIN 4 SEN	Acct. Exec.:	HRP - WASHINGTON DC	Price Type:	
Order Date:	07/10/2018	Product:	POLITICAL	Est. Code:	206	Revenue Type:	Default
Start Date:	10/23/2018	Pri. Prod. Category:	POLITICAL	Billing Cycle:	Broadcast Month	Billing Type:	Regular
End Date:	11/04/2018	Sec. Prod. Category:	POLITICAL	Order Class:	National	Order Type:	Political
				Spot Type:	Local		

Agency Information Special Instructions:

Name: SHORR JOHNSON MAGNUS  
 Address: 100 N. 20TH ST. SUITE 201  
 PHILADELPHIA PA 19103  
 Contact: BUYER.  
 Fax: 206 9166212  
 Phone: (215) 567-4080

Order #: 44122 Revision: 1

BB: Billboard; MI: Mirror; MG: Makegood; GE: Ghost Eligible; SNW: Spots per week

Line#	Ordered As	Station	BB	MI	MG	Length	Flight	Start	End	Time	Start	End	Log	GE	S	W	Cost per spot	Spots	Ext Cost	B/P	M	T	W	T	F	S	S
1	TODAY SHOW	WJFW - NBC 12				:30	10/29/18	10/29/18	7:00AM	9:00AM			Master			2	\$60.00	2	\$120.00		X						
2	JEOPARDY W/ TERMINAL	WJFW - NBC 12				:30	10/29/18	10/29/18	4:30PM	4:59PM			Master			1	\$80.00	1	\$80.00		X						
3	NEWSWATCH 12 5 P NEW	WJFW - NBC 12				:30	10/29/18	10/29/18	4:59PM	5:30PM			Master			1	\$150.00	1	\$150.00		X						
4	NEWSWATCH 12 5 P NEW	WJFW - NBC 12				:30	10/23/18	10/26/18	4:59PM	5:30PM			Master			4	\$150.00	4	\$600.00			X					
5	NEWSWATCH 12 6P NEW	WJFW - NBC 12				:30	10/29/18	10/29/18	5:59PM	6:30PM			Master			1	\$150.00	1	\$150.00			X					
6	NEWSWATCH 12 6P NEW	WJFW - NBC 12				:30	10/23/18	10/26/18	5:59PM	6:30PM			Master			4	\$150.00	4	\$600.00				X				

7/10/2018 3:25:07 PM 2 WEEK NOTIFICATION REQUIRED FOR ALL CANCELLATIONS Page: 1 of 4

Order

Order #: 44122 Revision: 1

BB: Billboard; MI: Mirror; MG: Makegood; GE: Ghost Eligible; SW: Spots per week

Line#	Ordered As	Station	BB MI MG	Length	Flight	Start	End	Time	Start	End	Log	GE	S / W	Cost per spot	Spots	Ext. Cost	B / P	M	T	W	T	F	S	S	
Combo Title					Detail									Comment										Pattern	
7	TODAY SHOW	WJFW - NBC 12		:30	10/23/18	10/23/18	7:00AM	9:00AM			Master		2	\$60.00	2	\$120.00			X						
8	WHEEL OF FORTUNE SATURDAY	WJFW - NBC 12		:30	10/27/18	10/27/18	6:30PM	7:00PM			Master		1	\$100.00	1	\$100.00							X		
9	WHEEL OF FORTUNE	WJFW - NBC 12		:30	10/29/18	10/29/18	6:30PM	7:00PM			Master		1	\$250.00	1	\$250.00			X						
10	WHEEL OF FORTUNE	WJFW - NBC 12		:30	10/23/18	10/26/18	6:30PM	7:00PM			Master		4	\$250.00	4	\$1,000.00				1	1	1	1		
11	LAW AND ORDER SVU 9PM	WJFW - NBC 12		:30	10/25/18	10/25/18	9:00PM	10:00PM			Master		1	\$300.00	1	\$300.00						X			
12	CHICAGO PD 9PM	WJFW - NBC 12		:30	10/24/18	10/24/18	9:00PM	10:00PM			Master		1	\$300.00	1	\$300.00				X					
13	THE VOICE	WJFW - NBC 12		:30	10/23/18	10/23/18	7:00PM	8:00PM			Master		1	\$800.00	1	\$800.00			X						
14	TODAY SHOW	WJFW - NBC 12		:30	10/24/18	10/24/18	7:00AM	9:00AM			Master		2	\$60.00	2	\$120.00					X				
15	THIS IS US	WJFW - NBC 12		:30	10/23/18	10/23/18	8:00PM	9:00PM			Master		1	\$800.00	1	\$800.00			X						
16	THE VOICE 2HR	WJFW - NBC 12		:30	10/29/18	10/29/18	7:00PM	9:00PM			Master		2	\$800.00	2	\$1,600.00			X						
17	NEWSWATCH 12 WEEKEND	WJFW - NBC 12		:30	10/27/18	10/27/18	10:00PM	10:29PM			Master		1	\$150.00	1	\$150.00								X	

7/10/2018 3:25:07 PM

2 WEEK NOTIFICATION REQUIRED FOR ALL CANCELLATIONS

Page: 2 of 4

Order

Order #: 44122 Revision: 1

BB: Billboard; Mkt: Mirror; MG: Makegood; GE: Ghost Eligible; SW: Spots per week

Pattern

Line#	Ordered As	Station	BB Mkt MG	Length	Flight Start	End Time	Start	End	Log	GE	S/W	Cost per spot	Spots	Ext. Cost	B/P	M	T	W	T	F	S	S
18	NEWS 35 MIN	WJFW - NBC 12		:30	10/28/18	10/28/18	10:30PM	11:05PM	Master		1	\$200.00	1	\$200.00								X
19	NEWSWATCH 12 10P NEW	WJFW - NBC 12		:30	10/29/18	10/29/18	10:00PM	10:34PM	Master		1	\$200.00	1	\$200.00		X						
20	NEWSWATCH 12 10P NEW	WJFW - NBC 12		:30	10/23/18	10/26/18	10:00PM	10:34PM	Master		4	\$200.00	4	\$800.00			1	1	1	1		
21	SUNDAY TODAY SHOW 1HR	WJFW - NBC 12		:30	10/28/18	10/28/18	7:00AM	8:00AM	Master		1	\$60.00	1	\$60.00								X
22	TODAY SHOW	WJFW - NBC 12		:30	10/25/18	10/25/18	7:00AM	9:00AM	Master		2	\$60.00	2	\$120.00					X			
23	SATURDAY NIGHT LIVE 3	WJFW - NBC 12		:30	10/27/18	10/27/18	10:29PM	12:03AM	Master		1	\$150.00	1	\$150.00								X
24	MEET THE PRESS	WJFW - NBC 12		:30	10/28/18	10/28/18	9:00AM	10:00AM	Master		1	\$150.00	1	\$150.00								X
25	TODAY SHOW	WJFW - NBC 12		:30	10/26/18	10/26/18	7:00AM	9:00AM	Master		2	\$60.00	2	\$120.00							X	
26	JEOPARDY W/ TERMINAL	WJFW - NBC 12		:30	10/29/18	10/29/18	4:30PM	4:59PM	Master		1	\$80.00	1	\$80.00		X						
27	JEOPARDY W/ TERMINAL	WJFW - NBC 12		:30	10/23/18	10/25/18	4:30PM	4:59PM	Master		3	\$80.00	3	\$240.00			1	1	1			

7/10/2018 3:25:07 PM

2 WEEK NOTIFICATION REQUIRED FOR ALL CANCELLATIONS

Page: 3 of 4

Order

**Total Cost Monthly Breakouts**

Month(s)	Amount
October (2018)	\$6,730.00
November (2018)	\$2,630.00
<b>Total:</b>	<b>\$9,360.00</b>

Spots	Cost	Gross Cost:
Pre-Empted:	0	\$0.00
Credited:	0	\$0.00
Billboards:	0	
<b>Total:</b>	<b>47</b>	<b>Net Cost: \$7,956.00</b>

In accordance with Paragraphs 49 and 50 of United States Federal Communications Commission Report and Order No. FCC 07-217, WJFW/ATV will not discriminate in any contract for advertising on the basis of race or ethnicity, and all such contracts will be evaluated, accepted, negotiated and completed without regard to race or ethnicity.

7/10/2018 3:25:07 PM

2 WEEK NOTIFICATION REQUIRED FOR ALL CANCELLATIONS

Page: 4 of 4