

ORDER



Orders
Order / Rev: 306496
Alt Order #:
Product Desc: Yang for Judge
Estimate:
Flight Dates: 03/15/17 - 04/04/17
Original Date / Rev: 03/08/17 / 03/08/17
Order Type: GENERAL

WDJT-TV-LP CBS58

Primary AE: Adam Leston
Sales Office: MILN
Sales Region: NAT

Agency Name: White Rice Advertising & PR, LLC
Buying Contact: Cori Rice
Billing Contact:
 W156N11355 Pilgrim Road
 Germantown, WI 53022

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

Advertiser Name: Poli/Yang for Circuit Court Judge
Demographic: HH
Product Codes: PL Candidate
Priority: LUR
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
02/27/17	03/26/17	12	\$810.00	\$688.50
03/27/17	04/04/17	19	\$3,340.00	\$2,839.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2017	12	\$810.00	\$688.50	0.00
April 2017	19	\$3,340.00	\$2,839.00	0.00
Totals	31	\$4,150.00	\$3,527.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Adam Leston			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDJT-TV-LP CBS58	25%	\$4,150.00
Market	100%	\$16,600.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	25%	\$4,150.00
WITI	25%	\$4,150.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	25%	\$4,150.00
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
N 1	WDJT	03/15/17	04/04/17	Morning News M-F 6a - 7a	ØM	6a-7a	MTWTF--	:30	1	\$30.00	LUR	0.00	NM	7	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/17	03/19/17	--WTF--		1				\$30.00		0.00			
		Week: 03/20/17	03/26/17	MTWTF--		2				\$35.00		0.00			
		Week: 03/27/17	04/02/17	MTWTF--		2				\$30.00		0.00			
		Week: 04/03/17	04/09/17	MT-----		2				\$30.00		0.00			

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Advertiser: Poli/Yang for Circuit Court Judge
 Product Desc: Yang for Judge
 Estimate:

WDJT-TV-LP CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WDJT	03/15/17	04/04/17	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a		7a-9a	MTWTF--	:30	1	\$30.00	LUR	0.00	NM	7	\$235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/17	03/19/17	--WTF--					1	\$35.00		0.00			
		Week: 03/20/17	03/26/17	MTWTF--					2	\$30.00		0.00			
		Week: 03/27/17	04/02/17	MTWTF--					2	\$35.00		0.00			
		Week: 04/03/17	04/09/17	MT-----					2	\$35.00		0.00			
N 3	WDJT	03/25/17	03/25/17	CBS Sat Morn Nws 6a-8M CBS Sat Morn Nws 6a-8a		6a-8a	-----S-	:30	1	\$25.00	LUR	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/20/17	03/26/17	-----S-					1	\$25.00		0.00			
N 4	WDJT	03/19/17	04/02/17	CBS58 Sun Morning 7a-8M CBS58 Sun Morning 7a-8a		7a-8a	-----S	:30	1	\$25.00	LUR	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/17	03/19/17	-----S					1	\$25.00		0.00			
		Week: 03/20/17	03/26/17	-----S					1	\$25.00		0.00			
		Week: 03/27/17	04/02/17	-----S					1	\$25.00		0.00			
N 5	WDJT	04/03/17	04/04/17	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MT-----	:30	1	\$125.00	LUR	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/03/17	04/09/17	MT-----					1	\$125.00		0.00			
N 6	WDJT	04/03/17	04/04/17	News at Noon News at Noon	CM	12p-1230p	MT-----	:30	1	\$75.00	LUR	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/03/17	04/09/17	MT-----					1	\$75.00		0.00			
N 7	WDJT	04/03/17	04/04/17	2p-3p Jeopardy II/Millionaire	CM	2p-3p	MT-----	:30	1	\$35.00	LUR	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/03/17	04/09/17	MT-----					1	\$35.00		0.00			
N 8	WDJT	03/20/17	04/04/17	M-F Late News M-F Late News	CM	10p-1035p	MTWTF--	:30	1	\$250.00	LUR	0.00	NM	5	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/20/17	03/26/17	MTWTF--					2	\$250.00		0.00			
		Week: 03/27/17	04/02/17	MTWTF--					2	\$220.00		0.00			
		Week: 04/03/17	04/09/17	MT-----					1	\$230.00		0.00			
N 9	WDJT	04/02/17	04/02/17	Sun Late News Sun Late News	CM	10p-1035p	-----S	:30	1	\$300.00	LUR	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/17	04/02/17	-----S					1	\$300.00		0.00			
N 10	WDJT	03/26/17	04/02/17	Sun 1035p-1135p Blue Bloods	CM	1035p-1135p	-----S	:30	1	\$40.00	LUR	0.00	NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/20/17	03/26/17	-----S					1	\$40.00		0.00			
		Week: 03/27/17	04/02/17	-----S					1	\$50.00		0.00			
N 11	WDJT	03/31/17	03/31/17	Fr 9p - 10p Blue Bloods	CM	9p - 10p	----F--	:30	1	\$800.00	LUR	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: 03/27/17	04/02/17	----F--					1	\$800.00		0.00			
N 12	WDJT	04/02/17	04/02/17	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----S	:30	1	\$1,000.00	LUR	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: 03/27/17	04/02/17	-----S					1	\$1,000.00		0.00			
													Totals	31	\$4,150.00

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

Station and Location: WDJT-TV Milwaukee	Date: 3/8/17.
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I, Terri E. White

being/on behalf of: Kashoua Kristy Yang, a legally qualified candidate of the _____ political

party for the office of: Circuit Court Judge, Branch 47

in the Spring

election to be held on: April 4, 2017

do hereby request station time as follows: see TV media buy

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

Total Charges: \$4,150 gross

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

Yang for Judge

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:

Patrick Knight

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

3/8/17 Juni Ewite
Date Signature

To Be Signed By Station Representative

Accepted Accepted in Part Rejected

Signature Printed Name Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, _____
(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.

signature of candidate or authorized committee

printed name

date