

ORDER



Orders
Order / Rev: 307464
Alt Order #:
Product Desc: Yang for Circuit Court Judge
Estimate:
Flight Dates: 03/22/17 - 04/04/17
Original Date / Rev: 03/20/17 / 03/21/17
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	16	\$1,270.00	\$1,079.50
03/27/17	04/04/17	58	\$11,230.00	\$9,545.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2017	16	\$1,270.00	\$1,079.50	0.00
April 2017	58	\$11,230.00	\$9,545.50	0.00
Totals	74	\$12,500.00	\$10,625.00	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%	\$12,500.00
Market	100%	\$50,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	25%	\$12,500.00
WITI	25%	\$12,500.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	25%	\$12,500.00
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	03/27/17	04/04/17	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	MTWTF--	:30	2	\$0.00	P-4	0.00	NM	6	\$130.00
		<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	MTWTF--	4	\$20.00	0.00								
		Week: 04/03/17	04/09/17	MT-----	2	\$25.00	0.00								
N 2	WDJT	03/27/17	04/04/17	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	MTWTF--	:30	2	\$30.00	P-4	0.00	NM	5	\$150.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WDJT	03/27/17	04/04/17	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	MTWTF--	:30	2	\$30.00	P-4	0.00	NM	5	\$150.00
		<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	MTWTF--		3				\$30.00		0.00			
		Week: 04/03/17	04/09/17	MT-----		2				\$30.00		0.00			
N 3	WDJT	03/27/17	03/31/17	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	MTWTF--	:30	2	\$35.00	P-4	0.00	NM	2	\$70.00
		<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	MTWTF--		2				\$35.00		0.00			
N 4	WDJT	04/01/17	04/01/17	CBS Sat Morn Nws 6a-8a CBS Sat Morn Nws 6a-8a	CM	6a-8a	-----S-	:30	1	\$30.00	P-4	0.00	NM	1	\$30.00
		<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				\$30.00		0.00			
N 5	WDJT	03/25/17	04/02/17	CBS58 Sun Morning 7a-8a CBS58 Sun Morning 7a-8a	CM	7a-8a	-----S	:30	1	\$25.00	P-4	0.00	NM	2	\$50.00
		<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			
		Week: 03/27/17	04/02/17	-----S		1				\$25.00		0.00			
N 6	WDJT	03/25/17	04/02/17	CBS Sunday Morn 758a CBS Sunday Morning	CM	8a-930a	-----S	:30	1	\$200.00	P-4	0.00	NM	2	\$400.00
		<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				\$200.00		0.00			
		Week: 03/27/17	04/02/17	-----S		1				\$200.00		0.00			
N 7	WDJT	03/25/17	04/02/17	Face the Nation Face the Nation	CM	930a-1030a	-----S	:30	1	\$40.00	P-4	0.00	NM	3	\$140.00
		<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		2				\$40.00		0.00			
		Week: 03/27/17	04/02/17	-----S		1				\$60.00		0.00			
N 8	WDJT	03/27/17	04/04/17	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MTWTF--	:30	2	\$160.00	P-4	0.00	NM	4	\$605.00
		<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	MTWTF--		3				\$160.00		0.00			
		Week: 04/03/17	04/09/17	MT-----		1				\$125.00		0.00			
N 9	WDJT	03/22/17	04/04/17	News at Noon News at Noon	CM	12p-1230p	MTWTF--	:30	2	\$45.00	P-4	0.00	NM	7	\$385.00
		<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	--WTF--		2				\$45.00		0.00			
		Week: 03/27/17	04/02/17	MTWTF--		4				\$55.00		0.00			
		Week: 04/03/17	04/09/17	MT-----		1				\$75.00		0.00			
N 10	WDJT	03/22/17	04/04/17	3p-4p Dr Phil	CM	3p-4p	MTWTF--	:30	2	\$50.00	P-4	0.00	NM	7	\$350.00
		<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	--WTF--		2				\$50.00		0.00			
		Week: 03/27/17	04/02/17	MTWTF--		4				\$50.00		0.00			
		Week: 04/03/17	04/09/17	MT-----		1				\$50.00		0.00			
N 11	WDJT	03/22/17	04/04/17	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	MTWTF--	:30	2	\$35.00	P-4	0.00	NM	6	\$230.00
		<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	--WTF--		2				\$35.00		0.00			
		Week: 03/27/17	04/02/17	MTWTF--		3				\$35.00		0.00			
		Week: 04/03/17	04/09/17	MT-----		1				\$55.00		0.00			
N 12	WDJT	03/22/17	04/04/17	M-F 5pm News M-F 5pm News	CM	5p-530p	MTWTF--	:30	2	\$75.00	P-4	0.00	NM	7	\$555.00
		<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	--WTF--		3				\$85.00		0.00			
		Week: 03/27/17	04/02/17	MTWTF--		3				\$75.00		0.00			
		Week: 04/03/17	04/09/17	MT-----		1				\$75.00		0.00			
N 13	WDJT	03/25/17	03/25/17	Sat 5pm News Sat 5pm News	CM	5p-530p	-----S-	:30	1	\$60.00	P-4	0.00	NM	1	\$60.00
		<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				\$60.00		0.00			

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N 13	WDJT	03/25/17	03/25/17	Sat 5pm News Sat 5pm News	CM	5p-530p	-----S-	:30	1	\$60.00	P-4	0.00	NM	1	\$60.00
N 14	WDJT	04/02/17	04/02/17	Sun 530pm News Sun 530pm News	CM	530p-6p	-----S	:30	1	\$75.00	P-4	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:	03/27/17	04/02/17	-----S		1		\$75.00		0.00					
N 15	WDJT	03/27/17	04/04/17	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	MTWTF--	:30	2	\$200.00	P-4	0.00	NM	3	\$690.00
		<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	MTWTF--		2		\$200.00		0.00					
	Week:	04/03/17	04/09/17	MT-----		1		\$290.00		0.00					
N 16	WDJT	03/27/17	04/04/17	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	MTWTF--	:30	2	\$300.00	P-4	0.00	NM	3	\$950.00
		<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	MTWTF--		2		\$300.00		0.00					
	Week:	04/03/17	04/09/17	MT-----		1		\$350.00		0.00					
N 17	WDJT	03/27/17	03/31/17	M-F Late News M-F Late News	CM	10p-1035p	MTWTF--	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<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	MTWTF--		2		\$250.00		0.00					
N 18	WDJT	03/25/17	04/01/17	Sat Late News Sat Late News	CM	10p-1035p	-----S-	:30	1	\$120.00	P-4	0.00	NM	2	\$310.00
		<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		\$120.00		0.00					
	Week:	03/27/17	04/02/17	-----S-		1		\$190.00		0.00					
N 19	WDJT	03/27/17	03/27/17	Mo 8p - 9p Superior Donuts / 2 Broke Girls	CM	Mo 8p - 9p	M-----	:30	1	\$600.00	P-4	0.00	NM	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:	03/27/17	04/02/17	M-----		1		\$600.00		0.00					
N 20	WDJT	03/28/17	03/28/17	Tu 9p - 10p NCIS: New Orleans	CM	Tu 9p - 10p	-T-----	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<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	-T-----		1		\$500.00		0.00					
N 21	WDJT	03/29/17	03/29/17	Wed 9p - 10p Criminal Minds:Beyond Borders	CM	Wed 9p - 10p	--W----	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<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	--W----		1		\$500.00		0.00					
N 22	WDJT	03/30/17	03/30/17	Th 7p - 8p Big Bang/Great Indoors	CM	Th 7p - 8p	---T---	:30	1	\$1,000.00	P-4	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	---T---		1		\$1,000.00		0.00					
N 23	WDJT	03/30/17	03/30/17	Th 8p - 9p Mom/Life In Pieces	CM	Th 8p - 9p	---T---	:30	1	\$1,200.00	P-4	0.00	NM	1	\$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:	03/27/17	04/02/17	---T---		1		\$1,200.00		0.00					
N 24	WDJT	03/30/17	03/30/17	Th 9p - 10p The Amazing Race	CM	Th 9p - 10p	---T---	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
		<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	---T---		1		\$550.00		0.00					
N 25	WDJT	03/31/17	03/31/17	Fr 7p - 8p MACGYVER	CM	Fri 7p - 8p	----F--	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<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		\$500.00		0.00					
N 26	WDJT	03/31/17	03/31/17	Fr 8p - 9p Hawaii Five-0	CM	8p - 9p	----F--	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<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		\$700.00		0.00					
N 27	WDJT	03/25/17	03/25/17	Sa 9p - 10p 48 Hours	CM	9p - 10p	-----S-	:30	1	\$270.00	P-4	0.00	NM	1	\$270.00

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N27	WDJT	03/25/17	03/25/17	Sa 9p - 10p 48 Hours	CM	9p - 10p	-----S-	:30	1	\$270.00	P-4	0.00	NM	1	\$270.00
		<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		\$270.00		0.00					
N28	WDJT	04/02/17	04/02/17	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----S	:30	1	\$1,000.00	P-4	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													74	\$12,500.00	

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: <i>WDJT-TV Milwaukee</i>	Date: <i>3/8/17.</i>
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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
Date

Juni Ewente
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