

WOC14661332 [00.00]

Order Printout



Order Status: Opened-New

Start/End Dates: 05/28/24 - 06/03/24

C/P/E: 91 / 94 / 1547

Traffic Order #: 3559225

Agency: Grassroots Media LLC

Product Desc.: Political

Buyer Order #: 13457832

Advertiser: Tammy Baldwin

Estimate Desc.: Baldwin 2024 Week #23

AE: Wausau House

Buyer: Mike D'Ettorre

Total Cost: \$35,650.00 (Cash)

Property: WSAW TV

Primary Demo:

Received Date: 5/28/24 8:36 AM

Sales Region: Local

Comments:

Separation: 30PopulationBuyType: CPP

List Items						Spots												Totals		
Line	Program	ST	Len	Time	Days TWTFSS M	Rate	May 28												Total Spots	Total Cost
1	CBS MORNINGS	NM	:30	7:00 AM-9:00 AM	--T----	400.00	4												4	1,600.00
(Program: CBS MORNINGS)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 7:00a-9:00a TIME PERIOD ON WSAW																				
1	CBS MORNINGS	NM	:30	7:00 AM-9:00 AM	---F---	400.00	4												4	1,600.00
(Program: CBS MORNINGS)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 7:00a-9:00a TIME PERIOD ON WSAW																				
1	CBS MORNINGS	NM	:30	7:00 AM-9:00 AM	-----M	400.00	4												4	1,600.00
(Program: CBS MORNINGS)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 7:00a-9:00a TIME PERIOD ON WSAW																				
1	CBS MORNINGS	NM	:30	7:00 AM-9:00 AM	-W----	400.00	4												4	1,600.00
(Program: CBS MORNINGS)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 7:00a-9:00a TIME PERIOD ON WSAW																				
2	SUNRISE 7 4:30-5A	NM	:30	4:30 AM-5:00 AM	--T----	200.00	1												1	200.00
(Program: SUNRISE 7 4:30-5A)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 4:30a-5:00a TIME PERIOD ON WSAW																				
2	SUNRISE 7 4:30-5A	NM	:30	4:30 AM-5:00 AM	---F---	200.00	1												1	200.00
(Program: SUNRISE 7 4:30-5A)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 4:30a-5:00a TIME PERIOD ON WSAW																				
2	SUNRISE 7 4:30-5A	NM	:30	4:30 AM-5:00 AM	-----M	200.00	1												1	200.00
(Program: SUNRISE 7 4:30-5A)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 4:30a-5:00a TIME PERIOD ON WSAW																				
2	SUNRISE 7 4:30-5A	NM	:30	4:30 AM-5:00 AM	-W----	200.00	1												1	200.00
(Program: SUNRISE 7 4:30-5A)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 4:30a-5:00a TIME PERIOD ON WSAW																				

List Items							Spots													Totals		
Line	Program	ST	Len	Time	Days TWTFSS M	Rate	May 28														Total Spots	Total Cost
3	SUNRISE 7 6:30-7A	NM	:30	6:30 AM-7:00 AM	--T----	525.00	1														1	525.00
(Program: SUNRISE 7 6:30-7A)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:30a-7:00a TIME PERIOD ON WSAW																						
3	SUNRISE 7 6:30-7A	NM	:30	6:30 AM-7:00 AM	---F---	525.00	1														1	525.00
(Program: SUNRISE 7 6:30-7A)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:30a-7:00a TIME PERIOD ON WSAW																						
3	SUNRISE 7 6:30-7A	NM	:30	6:30 AM-7:00 AM	-----M	525.00	1														1	525.00
(Program: SUNRISE 7 6:30-7A)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:30a-7:00a TIME PERIOD ON WSAW																						
3	SUNRISE 7 6:30-7A	NM	:30	6:30 AM-7:00 AM	-W-----	525.00	1														1	525.00
(Program: SUNRISE 7 6:30-7A)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:30a-7:00a TIME PERIOD ON WSAW																						
4	SUNRISE 7 6-6:30A	NM	:30	6:00 AM-6:30 AM	--T----	475.00	1														1	475.00
(Program: SUNRISE 7 6-6:30A)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:00a-6:30a TIME PERIOD ON WSAW																						
4	SUNRISE 7 6-6:30A	NM	:30	6:00 AM-6:30 AM	---F---	475.00	1														1	475.00
(Program: SUNRISE 7 6-6:30A)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:00a-6:30a TIME PERIOD ON WSAW																						
4	SUNRISE 7 6-6:30A	NM	:30	6:00 AM-6:30 AM	-----M	475.00	1														1	475.00
(Program: SUNRISE 7 6-6:30A)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:00a-6:30a TIME PERIOD ON WSAW																						
4	SUNRISE 7 6-6:30A	NM	:30	6:00 AM-6:30 AM	-W-----	475.00	1														1	475.00
(Program: SUNRISE 7 6-6:30A)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:00a-6:30a TIME PERIOD ON WSAW																						
5	25 WORDS OR LESS	NM	:30	9:00 AM-9:30 AM	--T----	275.00	1														1	275.00
(Program: 25 WORDS OR LESS)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 9:00a-9:30a TIME PERIOD ON WSAW																						
5	25 WORDS OR LESS	NM	:30	9:00 AM-9:30 AM	---F---	275.00	1														1	275.00
(Program: 25 WORDS OR LESS)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 9:00a-9:30a TIME PERIOD ON WSAW																						
5	25 WORDS OR LESS	NM	:30	9:00 AM-9:30 AM	-----M	275.00	1														1	275.00
(Program: 25 WORDS OR LESS)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 9:00a-9:30a TIME PERIOD ON WSAW																						
5	25 WORDS OR LESS	NM	:30	9:00 AM-9:30 AM	-W-----	275.00	1														1	275.00
(Program: 25 WORDS OR LESS)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 9:00a-9:30a TIME PERIOD ON WSAW																						
6	BOLD & BEAUTIFUL	NM	:30	12:30 PM-1:00 PM	--T----	600.00	1														1	600.00
(Program: BOLD & BEAUTIFUL)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 12:30p-1:00p TIME PERIOD ON WSAW																						
6	BOLD & BEAUTIFUL	NM	:30	12:30 PM-1:00 PM	---F---	600.00	1														1	600.00
(Program: BOLD & BEAUTIFUL)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 12:30p-1:00p TIME PERIOD ON WSAW																						
6	BOLD & BEAUTIFUL	NM	:30	12:30 PM-1:00 PM	-----M	600.00	1														1	600.00
(Program: BOLD & BEAUTIFUL)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 12:30p-1:00p TIME PERIOD ON WSAW																						

List Items							Spots												Totals		
Line	Program	ST	Len	Time	Days TWTFSS M	Rate	May 28													Total Spots	Total Cost
6	BOLD & BEAUTIFUL	NM	:30	12:30 PM-1:00 PM	-W----	600.00	1													1	600.00
(Program: BOLD & BEAUTIFUL)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 12:30p-1:00p TIME PERIOD ON WSAW																					
7	THE PRICE IS RIGHT	NM	:30	10:00 AM-11:00 AM	--T----	900.00	1													1	900.00
(Program: THE PRICE IS RIGHT)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 10:00a-11:00a TIME PERIOD ON WSAW																					
7	THE PRICE IS RIGHT	NM	:30	10:00 AM-11:00 AM	---F---	900.00	1													1	900.00
(Program: THE PRICE IS RIGHT)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 10:00a-11:00a TIME PERIOD ON WSAW																					
7	THE PRICE IS RIGHT	NM	:30	10:00 AM-11:00 AM	-----M	900.00	1													1	900.00
(Program: THE PRICE IS RIGHT)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 10:00a-11:00a TIME PERIOD ON WSAW																					
7	THE PRICE IS RIGHT	NM	:30	10:00 AM-11:00 AM	-W----	900.00	1													1	900.00
(Program: THE PRICE IS RIGHT)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 10:00a-11:00a TIME PERIOD ON WSAW																					
8	NEWSCHANNEL 7 AT 5:30 WEEKEND	NM	:30	5:40 PM-6:00 PM	----S-	475.00	1													1	475.00
(Program: NEWSCHANNEL 7 AT 5:30 WEEKEND)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Sun 5:40p-6:00p TIME PERIOD ON WSAW																					
9	NEWSCHANNEL 7 AT 6 WEEKEND	NM	:30	6:10 PM-6:30 PM	----S--	450.00	1													1	450.00
(Program: NEWSCHANNEL 7 AT 6 WEEKEND)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Sat 6:10p-6:30p TIME PERIOD ON WSAW																					
10	NEWSCHANNEL 7 AT 6	NM	:30	6:10 PM-6:30 PM	--T----	875.00	1													1	875.00
(Program: NEWSCHANNEL 7 AT 6)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:10p-6:30p TIME PERIOD ON WSAW																					
10	NEWSCHANNEL 7 AT 6	NM	:30	6:10 PM-6:30 PM	---F---	875.00	1													1	875.00
(Program: NEWSCHANNEL 7 AT 6)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:10p-6:30p TIME PERIOD ON WSAW																					
10	NEWSCHANNEL 7 AT 6	NM	:30	6:10 PM-6:30 PM	-----M	875.00	1													1	875.00
(Program: NEWSCHANNEL 7 AT 6)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:10p-6:30p TIME PERIOD ON WSAW																					
10	NEWSCHANNEL 7 AT 6	NM	:30	6:10 PM-6:30 PM	-W----	875.00	1													1	875.00
(Program: NEWSCHANNEL 7 AT 6)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:10p-6:30p TIME PERIOD ON WSAW																					
11	NEWSCHANNEL 7 AT 5	NM	:30	5:10 PM-5:30 PM	--T----	875.00	1													1	875.00
(Program: NEWSCHANNEL 7 AT 5)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 5:10p-5:30p TIME PERIOD ON WSAW																					
11	NEWSCHANNEL 7 AT 5	NM	:30	5:10 PM-5:30 PM	---F---	875.00	1													1	875.00
(Program: NEWSCHANNEL 7 AT 5)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 5:10p-5:30p TIME PERIOD ON WSAW																					
11	NEWSCHANNEL 7 AT 5	NM	:30	5:10 PM-5:30 PM	-----M	875.00	1													1	875.00
(Program: NEWSCHANNEL 7 AT 5)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 5:10p-5:30p TIME PERIOD ON WSAW																					
11	NEWSCHANNEL 7 AT 5	NM	:30	5:10 PM-5:30 PM	-W----	875.00	1													1	875.00
(Program: NEWSCHANNEL 7 AT 5)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 5:10p-5:30p TIME PERIOD ON WSAW																					

List Items							Spots													Totals		
Line	Program	ST	Len	Time	Days TWTFSS M	Rate	May 28														Total Spots	Total Cost
12	INSIDE EDITION	NM	:30	6:30 PM-7:00 PM	--T----	400.00	1														1	400.00
(Program: INSIDE EDITION)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:30p-7:00p TIME PERIOD ON WSAW																						
12	INSIDE EDITION	NM	:30	6:30 PM-7:00 PM	---F---	400.00	1														1	400.00
(Program: INSIDE EDITION)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:30p-7:00p TIME PERIOD ON WSAW																						
12	INSIDE EDITION	NM	:30	6:30 PM-7:00 PM	-----M	400.00	1														1	400.00
(Program: INSIDE EDITION)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:30p-7:00p TIME PERIOD ON WSAW																						
12	INSIDE EDITION	NM	:30	6:30 PM-7:00 PM	-W-----	400.00	1														1	400.00
(Program: INSIDE EDITION)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 6:30p-7:00p TIME PERIOD ON WSAW																						
13	NEWSCHANNEL 7 AT 10 SATURDAY	NM	:30	10:15 PM-10:35 PM	----S--	525.00	1														1	525.00
(Program: NEWSCHANNEL 7 AT 10 SATURDAY)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Sat 10:15p-10:35p TIME PERIOD ON WSAW																						
14	NEWSCHANNEL 7 AT 10	NM	:30	10:15 PM-10:35 PM	--T----	800.00	1														1	800.00
(Program: NEWSCHANNEL 7 AT 10)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 10:15p-10:35p TIME PERIOD ON WSAW																						
14	NEWSCHANNEL 7 AT 10	NM	:30	10:15 PM-10:35 PM	---F---	800.00	1														1	800.00
(Program: NEWSCHANNEL 7 AT 10)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 10:15p-10:35p TIME PERIOD ON WSAW																						
14	NEWSCHANNEL 7 AT 10	NM	:30	10:15 PM-10:35 PM	-----M	800.00	1														1	800.00
(Program: NEWSCHANNEL 7 AT 10)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 10:15p-10:35p TIME PERIOD ON WSAW																						
14	NEWSCHANNEL 7 AT 10	NM	:30	10:15 PM-10:35 PM	-W----	800.00	1														1	800.00
(Program: NEWSCHANNEL 7 AT 10)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 10:15p-10:35p TIME PERIOD ON WSAW																						
15	NEWSCHANNEL 7 AT 10 SUNDAY	NM	:30	10:15 PM-10:35 PM	-----S-	1,100.00	1														1	1,100.00
(Program: NEWSCHANNEL 7 AT 10 SUNDAY)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Sun 10:15p-10:35p TIME PERIOD ON WSAW																						
16	iCRIME	NM	:30	1:37 XM-2:07 XM	--T----	50.00	1														1	50.00
(Program: iCRIME)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 1:37a-2:07a TIME PERIOD ON WSAW																						
16	iCRIME	NM	:30	1:37 XM-2:07 XM	---F---	50.00	1														1	50.00
(Program: iCRIME)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 1:37a-2:07a TIME PERIOD ON WSAW																						
16	iCRIME	NM	:30	1:37 XM-2:07 XM	-----M	50.00	1														1	50.00
(Program: iCRIME)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 1:37a-2:07a TIME PERIOD ON WSAW																						
16	iCRIME	NM	:30	1:37 XM-2:07 XM	-W-----	50.00	1														1	50.00
(Program: iCRIME)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 1:37a-2:07a TIME PERIOD ON WSAW																						
17	LATE SHOW W/ STEPHEN COLBERT	NM	:30	10:35 PM-11:35 PM	--T----	700.00	1														1	700.00
(Program: LATE SHOW W/ STEPHEN COLBERT)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 10:35p-11:35p TIME PERIOD ON WSAW																						
17	LATE SHOW W/ STEPHEN COLBERT	NM	:30	10:35 PM-11:35 PM	---F---	700.00	1														1	700.00
(Program: LATE SHOW W/ STEPHEN COLBERT)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 10:35p-11:35p TIME PERIOD ON WSAW																						

List Items							Spots													Totals	
Line	Program	ST	Len	Time	Days TWTFSS M	Rate	May 28													Total Spots	Total Cost
17	LATE SHOW W/ STEPHEN COLBERT	NM	:30	10:35 PM-11:35 PM	-----M	700.00	1													1	700.00
(Program: LATE SHOW W/ STEPHEN COLBERT)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 10:35p-11:35p TIME PERIOD ON WSAW																					
17	LATE SHOW W/ STEPHEN COLBERT	NM	:30	10:35 PM-11:35 PM	-W-----	700.00	1													1	700.00
(Program: LATE SHOW W/ STEPHEN COLBERT)WSAW-2Q24-CS - WAUSAU-RHINELANDER - ACTUAL May/2023 Mo-Fr 10:35p-11:35p TIME PERIOD ON WSAW																					
Spot Totals:							68													68	35650.00
Rate Totals:							35650.00														

MONTH	SPOTS	COST	MONTH	SPOTS	COST
June	68	\$35,650.00			