

Orig. Date:	09/23/2016	Advertiser:	REFORM WISCONSIN FUND	Acct. Exec.:	Charlotte Berens	Price Type:	
Order Date:	09/26/2016	Product:	REFORM WISCONSIN FUND	Est. Code:	RWF-0928	Revenue Type:	Default
Start Date:	09/28/2016	Pri. Prod. Category:	POLITICAL	Billing Cycle:	Broadcast Month	BillingType:	Regular
End Date:	10/09/2016			Order Class:	Regional	Order Type:	Political
		Sec. Prod. Category:	POLITICAL			Spot Type:	Local
Agency Information				Special Instructions:			
Name:	NONBOX						
Address:	5307 S 92ND STREET						
	HALES CORNERS WI 53130						
Contact:	ALICIA SMITS						
				Fax:			
				Phone:	(414) 425-8800		
						RWF-0928	

Pattern

Line#	Ordered As	BB	MI	MG	Length	Flight: Start - End	Time: Start - End	GE	S / W	Cost per spot	Spots	Ext. Cost	BI / P	M	T	W	T	F	S	S		
Combo Title	Station	Flight Detail					Log	Comment														
1	TODAY SHOW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	:30	09/28/16	09/30/16 7:00AM	<input type="checkbox"/>	3	\$140.00	3	\$420.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	<input type="checkbox"/>	1	<input type="checkbox"/>	<input type="checkbox"/>		
	WJFW - NBC 12						Master															
2	TODAY SHOW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	:30	10/03/16	10/04/16 7:00AM	<input type="checkbox"/>	2	\$140.00	2	\$280.00	<input type="checkbox"/>	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	WJFW - NBC 12						Master															
3	NEWSWATCH 12.5 P NEW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	:30	09/28/16	09/30/16 4:59PM	<input type="checkbox"/>	3	\$300.00	3	\$900.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	<input type="checkbox"/>	1	<input type="checkbox"/>	<input type="checkbox"/>		
	WJFW - NBC 12						Master															
4	NEWSWATCH 12.5 P NEW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	:30	10/03/16	10/04/16 4:59PM	<input type="checkbox"/>	2	\$300.00	2	\$600.00	<input type="checkbox"/>	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	WJFW - NBC 12						Master															
5	NEWSWATCH 12.6P NEW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	:30	09/28/16	09/30/16 5:59PM	<input type="checkbox"/>	3	\$300.00	3	\$900.00	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	<input type="checkbox"/>	1	<input type="checkbox"/>	<input type="checkbox"/>		
	WJFW - NBC 12						Master															
6	NEWSWATCH 12.6P NEW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	:30	10/03/16	10/04/16 5:59PM	<input type="checkbox"/>	2	\$300.00	2	\$600.00	<input type="checkbox"/>	1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	WJFW - NBC 12						Master															

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# Order

Order #: 37600

Revision: 2

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

Pattern

Line# Ordered As

BB MI MG

Length Flight: Start - End Time: Start - End

GE S / W

Cost per spot

Spots

Ext Cost

B / P

M T W T F S S

Combo Title

Station

Flight Detail

Log

Comment

7 NEWSWATCH 12 10P NEW

WJFW - NBC 12

:30 09/28/16 09/30/16 10:00PM 10:34PM

Master

3

\$375.00

3

\$1,125.00

1 1 1 1 1 1 1

8 NEWSWATCH 12 10P NEW

WJFW - NBC 12

:30 10/03/16 10/04/16 10:00PM 10:34PM

Master

2

\$375.00

2

\$750.00

1 1 1 1 1 1 1

9 THE VOICE 1 HOUR

WJFW - NBC 12

:30 10/04/16 10/04/16 7:00PM 8:00PM

Master

1

\$1,250.00

1

\$1,250.00

1 X 1 1 1 1 1

10 NEWSWATCH 12 WEEKEND

WJFW - NBC 12

:30 10/01/16 10/01/16 10:00PM 10:29PM

Master

1

\$225.00

1

\$225.00

1 1 1 1 1 1 X

11 NFL FOOTBALL 3:10

WJFW - NBC 12

:30 10/02/16 10/02/16 7:20PM 10:30PM

Master

1

\$1,500.00

1

\$1,500.00

1 1 1 1 1 1 X

12 NEWS 35 MIN

WJFW - NBC 12

:30 10/02/16 10/02/16 10:30PM 11:05PM

Master

1

\$375.00

1

\$375.00

1 1 1 1 1 1 X

13 Prime

WJFW - NBC 12

:30 10/01/16 10/01/16 7:00PM 9:00PM

Master

1

\$400.00

1

\$400.00

1 1 1 1 1 1 X

THE GOOD PLACE

## Total Cost Monthly Breakouts

Month(s) Amount

October (2016) \$9,325.00

Total: \$9,325.00

Spots Cost Gross Cost: \$9,325.00  
Pre-Empted: 0 \$0.00  
Credited: 0 \$0.00  
Billboards: 0  
Total : 25  
- Agency Commission: \$1,398.75  
Net Cost: \$7,926.25

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.

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2 WEEK NOTIFICATION REQUIRED FOR ALL CANCELLATIONS

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