

# Northland Television, LLC - WJFW-12



Order

**Orig. Date:** 09/26/2016 **Advertiser:** WISCONSIN FIRST **Acct. Exec.:** HRP - WASHINGTON DC **Price Type:**  
**Order Date:** 09/26/2016 **Product:** WISCONSIN FIRST **Est. Code:** 931 **Revenue Type:** Default  
**Start Date:** 09/26/2016 **Pri. Prod. Category:** POLITICAL **Billing Cycle:** Broadcast Month **Billing Type:** Regular  
**End Date:** 10/09/2016 **Order Class:** National **Order Type:** Political  
**Sec. Prod. Category:** POLITICAL **Spot Type:** Local

**Agency Information**

**Name:** STROTHER NUCKLES **Special Instructions:**  
**Address:** 2400 LARAMIE TRAIL  
 AUSTIN TX 78745  
**Contact:** BUYER. **Fax:** 931  
 8402056 **Phone:**

**Order #: 37601** **Revision:** 3

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	GE	S / W	Cost per spot	Spots	Ext Cost	B / P	M	T	W	T	F	S	S	
1	Morning News 5a-7a	WJFW - NBC 12	<input type="checkbox"/>	<input type="checkbox"/>	:30	09/27/16	09/30/16	5:30AM	7:00AM	8	8	\$90.00	Master	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Morning News 5a-7a	WJFW - NBC 12	<input type="checkbox"/>	<input type="checkbox"/>	:30	10/03/16	10/03/16	5:30AM	7:00AM	2	2	\$90.00	Master	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	NW/12 AT 11	WJFW - NBC 12	<input type="checkbox"/>	<input type="checkbox"/>	:30	09/27/16	09/30/16	10:59AM	11:30AM	4	4	\$105.00	Master	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	JEOPARDY W/ TERMINAL	WJFW - NBC 12	<input type="checkbox"/>	<input type="checkbox"/>	:30	09/27/16	09/30/16	4:30PM	4:59PM	4	4	\$175.00	Master	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	JEOPARDY W/ TERMINAL	WJFW - NBC 12	<input type="checkbox"/>	<input type="checkbox"/>	:30	10/03/16	10/03/16	4:30PM	4:59PM	1	1	\$175.00	Master	<input checked="" type="checkbox"/>	<input type="checkbox"/>						
6	NEWSWATCH 12 6P NEW	WJFW - NBC 12	<input type="checkbox"/>	<input type="checkbox"/>	:30	09/27/16	09/30/16	5:59PM	6:30PM	3	3	\$300.00	Master	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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2 WEEK NOTIFICATION REQUIRED FOR ALL CANCELLATIONS

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Order

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Pattern

Line#	Ordered As	Station	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					Detail	Log			Comment										
7	NEWSWATCH 12 6P NEW	WJFW - NBC 12		:30	10/03/16 10/03/16	5:59PM 6:30PM		1	\$300.00	1	\$300.00		X						
8	WHEEL OF FORTUNE	WJFW - NBC 12		:30	09/27/16 09/30/16	6:30PM 7:00PM		4	\$525.00	4	\$2,100.00			1	1	1	1		
9	WHEEL OF FORTUNE	WJFW - NBC 12		:30	10/03/16 10/03/16	6:30PM 7:00PM		1	\$525.00	1	\$525.00		X						
10	WHEEL OF FORTUNE SATURDAY	WJFW - NBC 12		:30	10/01/16 10/01/16	6:30PM 7:00PM		1	\$150.00	1	\$150.00							X	
11	NEWSWATCH 12 10P NEW	WJFW - NBC 12		:30	09/27/16 09/30/16	10:00PM 10:34PM		4	\$375.00	4	\$1,500.00			1	1	1	1		
12	NEWSWATCH 12 10P NEW	WJFW - NBC 12		:30	10/03/16 10/03/16	10:00PM 10:34PM		1	\$375.00	1	\$375.00		X						
13	Tonight Show 1035-1135	WJFW - NBC 12		:30	09/27/16 09/29/16	10:35PM 11:34PM		3	\$130.00	3	\$390.00			1	1	1			
14	Tonight Show 1035-1135	WJFW - NBC 12		:30	10/03/16 10/03/16	10:35PM 11:34PM		1	\$130.00	1	\$130.00		1						
15	THE VOICE 2HR 2	WJFW - NBC 12		:30	10/03/16 10/03/16	7:00PM 9:00PM		1	\$1,500.00	1	\$1,500.00		X						
16	CHICAGO PD 9PM	WJFW - NBC 12		:30	09/28/16 09/28/16	9:00PM 10:00PM		1	\$900.00	1	\$900.00				X				
17	THE BLACKLIST 9PM	WJFW - NBC 12		:30	09/29/16 09/29/16	9:00PM 10:00PM		1	\$900.00	1	\$900.00					X			

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Line#	Ordered As	Station	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
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18	DATELINE NBC 2HR 9P	WJFW - NBC 12		:30	09/30/16	09/30/16	9:00PM	10:00PM	\$500.00	1	\$500.00								X	
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19	2016 PRESIDENTIAL DEBATE	WJFW - NBC 12		:30	09/26/16	09/26/16	8:00PM	9:00PM	\$1,500.00	1	\$1,500.00		X							
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20	THIS IS US 9PM	WJFW - NBC 12		:30	09/27/16	09/27/16	9:00PM	10:00PM	\$1,500.00	1	\$1,500.00			X						
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21	NW/2 AT 11	WJFW - NBC 12		:30	10/03/16	10/03/16	10:59AM	11:30AM	\$105.00	1	\$105.00		X							
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22	SUNDAY TODAY SHOW 1HR	WJFW - NBC 12		:30	10/02/16	10/02/16	7:00AM	8:00AM	\$135.00	1	\$135.00									X
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23	GOLF 10Hr	WJFW - NBC 12		:30	10/01/16	10/01/16	8:00AM	6:00PM	\$75.00	1	\$75.00									X
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Total Cost Monthly Breakouts		Spots	Cost	Gross Cost:
Month(s)	Amount			
October (2016)	\$15,680.00	0	\$0.00	\$15,680.00
		0	\$0.00	- Agency Commission: \$2,352.00
		0		Net Cost: \$13,328.00
<b>Total:</b>	<b>\$15,680.00</b>	<b>47</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.

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