

WOC11819571 [00.00]

Order Printout



Order Status:	Confirmed	Start/End Dates:	10/30/18 - 11/05/18	C/P/E:	371 / 395 / 6241
Traffic #:	918985	Agency:	Great American Media	Product Desc.:	Issue
Buyer Order #:	7772171	Advertiser:	A Stronger Wisconsin	Estimate Desc.:	A Stronger Wisconsin 10/30-11/6
AE:	Jami Clish	Buyer:		Total Cost:	\$38,550.00 (Cash)
Property:	WEAU TV	Primary Demo:	Adults 35+ (RTG)	Received Date:	9/21/18 1:31 PM
Sales Region:	Local				

Comments:

Please extend end date to 7PM on election day 11/6. Separation: 30

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Oct 30												Total Spots	Total Cost	RTG	GRP	CPP
1	WEAU HELLO WISCONSIN 6A	NM	:30	6:00 AM-7:00 AM	TWTF--M	975.00	2												2	1,950.00	2.38	4.76	409.66
	(Program: WEAU HELLO WISCONSIN 6A)4QEST18 (sell)																						
2	TODAY SHW	NM	:30	7:00 AM-9:00 AM	TWTF--M	1,100.00	6												6	6,600.00	4.25	25.50	258.82
	(Program: TODAY SHW)4QEST18 (sell)																						
3	MEGYN KELLY TODAY	NM	:30	9:00 AM-10:00 AM	TWTF--M	350.00	5												5	1,750.00	2.36	11.80	148.31
	(Program: MEGYN KELLY TODAY)4QEST18 (sell)																						
4	TODAY SHW3-NBC	NM	:30	10:00 AM-11:00 AM	TWTF--M	125.00	5												5	625.00	1.05	5.25	119.05
	(Program: TODAY SHW3-NBC)4QEST18 (sell)																						
5	WHO WANTS TO BE A MILLIONAIRE	NM	:30	11:00 AM-12:00 PM	TWTF--M	60.00	5												5	300.00	1.33	6.65	45.11
	(Program: WHO WANTS TO BE A MILLIONAIRE)4QEST18 (sell)																						
6	WEAU13 NWS-NN	NM	:30	12:00 PM-12:30 PM	TWTF--M	420.00	5												5	2,100.00	4.71	23.55	89.17
	(Program: WEAU13 NWS-NN)4QEST18 (sell)																						
7	DAYS-OUR LIVES	NM	:30	12:30 PM-1:30 PM	TWTF--M	455.00	5												5	2,275.00	3.35	16.75	135.82
	(Program: DAYS-OUR LIVES)4QEST18 (sell)																						
8	JEOPARDY! TOO	NM	:30	1:30 PM-2:00 PM	TWTF--M	175.00	5												5	875.00	1.87	9.35	93.58
	(Program: JEOPARDY! TOO)4QEST18 (sell)																						
9	JEOPARDY	NM	:30	4:30 PM-5:00 PM	TWTF--M	455.00	5												5	2,275.00	5.19	25.95	87.67
	(Program: JEOPARDY)4QEST18 (sell)																						
10	JEOPARDY-SAT	NM	:30	5:00 PM-5:30 PM	----S--	280.00	1												1	280.00	1.64	1.64	170.73
	(Program: JEOPARDY-SAT)4QEST18 (sell)																						

List Items							Spots												Totals		Adults 35+		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Oct 30												Total Spots	Total Cost	RTG	GRP	CPP
11	OUTDOOR AMERICA	NM	:30	5:00 PM-5:30 PM	-----S-	120.00	1											1	120.00	1.70	1.70	70.59	
	(Program: OUTDOOR AMERICA)4QEST18 (sell)																						
12	WEAU NEWS AT FOUR	NM	:30	4:00 PM-4:30 PM	TWTF--M	455.00	4											4	1,820.00	2.34	9.36	194.44	
	(Program: WEAU NEWS AT FOUR)4QEST18 (sell)																						
13	WEAU13 NWS-5PM	NM	:30	5:00 PM-5:30 PM	TWTF--M	1,295.00	4											4	5,180.00	6.58	26.32	196.81	
	(Program: WEAU13 NWS-5PM)4QEST18 (sell)																						
14	WEAU13 NWS-6PM	NM	:30	6:00 PM-6:30 PM	TWTF--M	2,500.00	1											1	2,500.00	8.67	8.67	288.35	
	(Program: WEAU13 NWS-6PM)4QEST18 (sell)																						
15	WHEEL OF FORTUNE	NM	:30	6:30 PM-7:00 PM	TWTF--M	3,000.00	1											1	3,000.00	10.97	10.97	273.47	
	(Program: WHEEL OF FORTUNE)4QEST18 (sell)																						
16	WHEEL OF FORTUNE SAT	NM	:30	6:30 PM-7:00 PM	----S--	750.00	1											1	750.00	5.87	5.87	127.77	
	(Program: WHEEL OF FORTUNE SAT)4QEST18 (sell)																						
17	WEAU 13 NEWS@TEN M-F	NM	:30	10:00 PM-10:35 PM	TWTF--M	3,000.00	2											2	6,000.00	4.22	8.44	710.90	
	(Program: WEAU 13 NEWS@TEN M-F)4QEST18 (sell)																						
18	OUTDOORSMAN WITH BUCK MCNEELEY	NM	:30	10:35 PM-11:05 PM	-----S-	150.00	1											1	150.00	2.44	2.44	61.48	
	(Program: OUTDOORSMAN WITH BUCK MCNEELEY)4QEST18 (sell)																						
Spot Totals:							59											59	\$38,550.00		204.97		
Adults 35+ GRP:							204.97																

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
November	59	\$38,550.00	204.97				