

ORDER



Orders
Order / Rev: 344615
Alt Order #: 09190288
Product Desc: PAUL SOGLIN GOVERNOR
Estimate:
Flight Dates: 07/31/18 - 08/20/18
Original Date / Rev: 08/08/18 / 08/10/18
Order Type: GENERAL

WDJT-TV-LP CBS58

Primary AE: Mick Nesci
Sales Office: HPHIL
Sales Region: NAT

Agency Name: Ethica Media
Buying Contact:
Billing Contact:
 1225 Franklin Avenue
 Garden City, NY 11530

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Poli/P Soglin/D/GOV/WI
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
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
07/30/18	08/13/18	30	\$8,050.00	\$6,842.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2018	30	\$8,050.00	\$6,842.50	0.00
Totals	30	\$8,050.00	\$6,842.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mick Nesci			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDJT-TV-LP CBS58	25%	\$8,050.00
Market	100%	\$32,200.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$322.00
WCGV	0%	\$0.00
WISN	25%	\$8,050.00
WITI	12%	\$3,864.00
WMLW-	7%	\$2,254.00
WPXE	0%	\$0.00
WTMJ	30%	\$9,660.00
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
E 1	WDJT	08/07/18	08/13/18	Morning News M-F 5a - 6a	CM	5a - 6a	M--TF--	:30	2	\$60.00	P-2	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/18	08/13/18	M--TF--					2	\$60.00		0.00			
E 2	WDJT	08/07/18	08/13/18	Morning News M-F 6a - 7a	CM	6a-7a	M--TF--	:30	2	\$80.00	P-2	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/18	08/13/18	M--TF--					2	\$80.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	08/07/18	08/13/18	CBS This Morning M-F 7a-9a CBS This Morning M-F 7a-9a	CM	7a-9a	M--TF--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/07/18	08/13/18	M--TF--		2			\$150.00			0.00			
E 4	WDJT	08/07/18	08/13/18	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	M--TF--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/07/18	08/13/18	M--TF--		1			\$300.00			0.00			
E 5	WDJT	08/07/18	08/13/18	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a	M--TF--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/07/18	08/13/18	M--TF--		1			\$400.00			0.00			
E 6	WDJT	08/07/18	08/13/18	News at Noon News at Noon	CM	12p-1230p	M--TF--	:30	2	\$200.00	P-2	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: 08/07/18	08/13/18	M--TF--		2			\$200.00			0.00			
E 7	WDJT	08/07/18	08/13/18	2p-3p Inside Edition/Jeopardy	CM	2p-3p	M--TF--	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/07/18	08/13/18	M--TF--		2			\$100.00			0.00			
E 8	WDJT	08/07/18	08/13/18	3p-4p Dr Phil	CM	3p-4p	M--TF--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/07/18	08/13/18	M--TF--		2			\$150.00			0.00			
E 9	WDJT	08/07/18	08/13/18	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	M--TF--	:30	2	\$200.00	P-2	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: 08/07/18	08/13/18	M--TF--		2			\$200.00			0.00			
E 10	WDJT	08/07/18	08/13/18	M-F 5pm News M-F 5pm News	CM	5p-530p	M--TF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/07/18	08/13/18	M--TF--		2			\$300.00			0.00			
E 11	WDJT	08/07/18	08/13/18	LF 1035p-1137p Late Show w/Stephen Colbert	CM	1035p-1137p	M--TF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/07/18	08/13/18	M--TF--		2			\$300.00			0.00			
E 12	WDJT	08/07/18	08/13/18	Late Late 1137p-123830am Late Late Show w/Corden	CM	1137pm-1237am	M--TF--	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/07/18	08/13/18	M--TF--		2			\$100.00			0.00			
E 13	WDJT	08/11/18	08/11/18	CBS Sat Morn Nws 6a-8a CBS Sat Morn Nws 6a-8a	CM	6a-8a	-----1-	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/18	08/12/18	-----1-		1			\$80.00			0.00			
E 14	WDJT	08/11/18	08/11/18	Sat 5pm News Sat 5pm News	CM	5p-530p	-----1-	:30	1	\$250.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/18	08/12/18	-----1-		1			\$250.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WDJT	08/06/18-08/12/18	Sat 5pm News			5p-530p	-----Sa--	:30	(\$250.00)	0.00	NM				
			See MG 14.2, 14.3												
			[N/A - PGA Championship conflict.]												
2	WDJT	08/12/18-08/12/18	CBS58 Sun Morning 7a-8a			7a-8a	-----Su	:30	\$150.00	0.00	NM				
			Ⓜ MG for 14.1 08/11												
3	WDJT	08/10/18-08/13/18	2p-3p			2p-3p	M----F----	:30	\$100.00	0.00	NM				
			Ⓜ MG for 14.1 08/11												
E 15	WDJT	08/11/18	08/11/18	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/18	08/12/18	-----1-		1			\$300.00			0.00			

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E 15	WDJT	08/11/18	08/11/18	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/18	08/12/18	-----1-		1				\$300.00		0.00			
E 16	WDJT	08/11/18	08/11/18	Sat 1135p-1235a Castle (Sat 1135pm)	CM	1135p-1235x	-----1-	:30	1	\$140.00	P-2	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/18	08/12/18	-----1-		1				\$140.00		0.00			
E 17	WDJT	08/12/18	08/12/18	Sun Late News Sun Late News	CM	10p-1035p	-----1	:30	1	\$600.00	P-2	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: 08/06/18	08/12/18	-----1		1				\$600.00		0.00			
N 18	WDJT	08/13/18	08/13/18	Mo 8p - 9p Salvation	CM	Mo 8p - 9p	M-----	:30	1	\$1,200.00	P-2	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: 08/13/18	08/19/18	M-----		1				\$1,200.00		0.00			
N 19	WDJT	08/11/18	08/12/18	PGA Championship PGA Championship	SPRT	Various	-----SS	:30	1	\$1,500.00	P-3	0.00	NM	1	\$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: 08/06/18	08/12/18	-----SS		1				\$1,500.00		0.00			
													Totals	30	\$8,050.00

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:	Date:
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I, Ethica Media LLC,
 being/on behalf of: Paul Soglin,
 a legally qualified candidate of the Democratic
 political party for the office of: Wisconsin Governor
 in the Primary
 election to be held on: August 14, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Refer to orders					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Paul Soglin for Governor

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:

Scott Herrick

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

8/3/18

Date

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title