



WKBT-TV

ORDER

Print Date 02/22/11

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Flight Dates 02/13/10-02/28/10

Contract / Revision **27958 /**
Original Date / Revision
 02/03/10 02/09/10

Advertiser WKBT

Agency WKBT

Buying Contact

**141 6th St South
 La Crosse, WI 54601**

Product
NAB Radio Performance Tax

Agency Com %

Billing Contact

**141 6th St South
 La Crosse, WI 54601**

Sales Office L-LOC

Sales Region LOC

Agency Ref

Order Sep 00:00:30

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes DIR GEN GEN

Product Codes Media

Priority P-3

Advertiser Ref

Primary Account Executive
 Sandi Matl

Account Executive	Order%	Start Date	End Date
Sandi Matl	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
ABCZ	%	
CABLE	%	
KQEG	%	
OTHER	%	
QBT	%	
UNKWN	%	
WEAU	%	
WEUX	%	
WLAX	%	
WXOW	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
February 2010	75	\$0.00	\$0.00	0.00	02/01/10	02/28/10	75	\$0.00	\$0.00
Totals	75	\$0.00	\$0.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WKBT	02/13/10	02/13/10	Sa 6-630p Sa NewsChannel 8 @ Six	CM	Sa 6-630p	-----S-	:30	1	\$0.00	VIP	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/08/10	02/14/10	-----S-		1		\$0.00		0.00					
N 2	WKBT	02/13/10	02/13/10	Sa 10-1035p NewsChannel 8 @ 10	CM	Sa 10-1035p	-----S-	:30	1	\$0.00	VIP	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/08/10	02/14/10	-----S-		1		\$0.00		0.00					
N 3	WKBT	02/14/10	02/14/10	Su 5-530p Su CBS Evening News	CM	Su 5-530p	-----S	:30	1	\$0.00	VIP	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/08/10	02/14/10	-----S		1		\$0.00		0.00					



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Contract / Revision **27958** Flight Dates **02/13/10-02/28/10**

Hiatus Dates

Original Date / Revision 02/03/10/ 02/09/10

Order Sep 00:00:30

Advertiser **WKBT**

Product **NAB Radio Performance Ta** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WKBT	02/14/10	02/14/10	Su 5-530p Su CBS Evening News	CM	Su 5-530p	-----S	:30	1	\$0.00	VIP	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/08/10	02/14/10	-----S		1		\$0.00		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	WKBT	02/08/10-02/14/10	Su 5-530p	Su 5-530p	-----Su	:30		(\$0.00)		0.00	NM		
				See MG 3.2											
		2	WKBT	02/08/10-02/14/10	Su 530-6p	Su 530-6p	-----Su	:30		\$0.00		0.00	NM		
				Ⓜ MG for 3.1 02/14											
N 4	WKBT	02/14/10	02/14/10	Su 10-1035p Su Newschannel 8 @ 10	CM	Su 10-1035p	-----S	:30	1	\$0.00	VIP	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/08/10	02/14/10	-----S		1		\$0.00		0.00					
N 5	WKBT	02/13/10	02/13/10	CBS Sports CBS Sports	CM	11:00am-6:00pm (12:00 PM-5:00 PM)	-----1-	:30	1	\$0.00	VIP	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/08/10	02/14/10	-----1-		1		\$0.00		0.00					
N 6	WKBT	02/14/10	02/14/10	CBS Sports CBS Sports	CM	11:00am-6:00pm (12:00 PM-5:30 PM)	-----1	:30	1	\$0.00	VIP	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/08/10	02/14/10	-----1		1		\$0.00		0.00					
N 7	WKBT	02/15/10	02/19/10	M-F 5-9am M-F Early Morning	CM	M-F 5-9a	22222--	:30	10	\$0.00	VIP	0.00	NM	10	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/15/10	02/21/10	22222--		10		\$0.00		0.00					
N 8	WKBT	02/15/10	02/26/10	M-F DT ROS 9a-3p M-F Daytime	CM	M-F 9a-3p	22222--	:30	10	\$0.00	VIP	0.00	NM	20	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/15/10	02/21/10	22222--		10		\$0.00		0.00					
		Week: 02/22/10	02/28/10	22222--		10		\$0.00		0.00					
N 9	WKBT	02/15/10	02/26/10	M-F 3-5p ROS M-F Early Fringe	CM	M-F 3-5p	11111--	:30	5	\$0.00	VIP	0.00	NM	10	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/15/10	02/21/10	11111--		5		\$0.00		0.00					
		Week: 02/22/10	02/28/10	11111--		5		\$0.00		0.00					
N 10	WKBT	02/15/10	02/26/10	M-Su 5a-5xm M-Su 5a-5xm	CM	M-Su 5a-5xm (5:00 PM-6:30 PM)	11111--	:30	5	\$0.00	VIP	0.00	NM	10	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/15/10	02/21/10	11111--		5		\$0.00		0.00					
		Week: 02/22/10	02/28/10	11111--		5		\$0.00		0.00					
N 11	WKBT	02/13/10	02/28/10	M-Su Prime ROS M-Sa/Su	CM	M-Su Prime ROS	-----SS	:30	1	\$0.00	VIP	0.00	NM	3	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/08/10	02/14/10	-----SS		1		\$0.00		0.00					
		Week: 02/15/10	02/21/10	-----SS		1		\$0.00		0.00					
		Week: 02/22/10	02/28/10	-----SS		1		\$0.00		0.00					
N 12	WKBT	02/15/10	02/26/10	M-Su Prime ROS M-Sa/Su	CM	M-Su Prime ROS	--WTF--	:30	1	\$0.00	VIP	0.00	NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 02/15/10	02/21/10	--WTF--		1		\$0.00		0.00					
		Week: 02/22/10	02/28/10	--WTF--		1		\$0.00		0.00					
N 13	WKBT	02/15/10	02/26/10		CM	M-F 10-1035p	MTWTF--	:30	3	\$0.00	VIP	0.00	NM	6	\$0.00



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Contract / Revision 27958 Flight Dates 02/13/10-02/28/10

Hiatus Dates

Original Date / Revision 02/03/10/ 02/09/10

Order Sep 00:00:30

Advertiser WKBT

Product NAB Radio Performance Ta: Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
M-F 10-1035p															
NewsChannel 8 @ 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/15/10	02/21/10	MTWTF--					3	\$0.00		0.00			
		Week: 02/22/10	02/28/10	MTWTF--					3	\$0.00		0.00			
N 14	WKBT	02/15/10	02/26/10	M-F 1135-1205a	CM	M-F 1135p-1205a	MTWTF--	:30	4	\$0.00	VIP	0.00	NM	8	\$0.00
Simpsons															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/15/10	02/21/10	MTWTF--					4	\$0.00		0.00			
		Week: 02/22/10	02/28/10	MTWTF--					4	\$0.00		0.00			
													Totals	75	\$0.00