

ORDER

Orders
Order / Rev: 233874
Alt Order #: 07433389
Product Desc: GREATER WI POLI FUND
Estimate:
Flight Dates: 10/11/14 - 10/14/14
Original Date / Rev: 10/09/14 / 10/09/14
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Canal Partners Media
Buying Contact:
Billing Contact:
 1027 33rd St. NW
 Washington, DC 20007

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

Advertiser
Name: Issue/Greater WI Political Fund
Demographic: A35+
Product Codes: PL Issue
Priority: P-2
Revenue Codes: AGY, POL, ISS

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
09/29/14	10/14/14	17	\$10,700.00	\$9,095.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	17	\$10,700.00	\$9,095.00	0.00
Totals	17	\$10,700.00	\$9,095.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDJT-TV-LP	20%	\$10,700.00
Market	100%	\$53,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	30%	\$16,050.00
WITI	22%	\$11,770.00
WMLW-	1%	\$535.00
WPXE	0%	\$0.00
WTMJ	27%	\$14,445.00
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	10/13/14	10/13/14	Price Is Right 10a-11a	CM	10a - 11a	1-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
Price is Right 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	1-----			1			\$600.00		0.00			
E 2	WDJT	10/13/14	10/13/14	Dr. Phil 4p-5p	CM	4p-5p	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
Dr. Phil 4p-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/13/14	10/19/14	1-----			1			\$400.00		0.00			

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/13/14	10/13/14	M-F 5pm News M-F 5pm News	CM	5p-530p	1-----	:30	1	\$400.00	P-1	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: 10/13/14	10/19/14	1-----		1				\$400.00		0.00			
E 4	WDJT	10/13/14	10/13/14	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$1,200.00	P-1	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: 10/13/14	10/19/14	1-----		1				\$1,200.00		0.00			
E 5	WDJT	10/13/14	10/13/14	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	1-----		1				\$150.00		0.00			
E 6	WDJT	10/13/14	10/13/14	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$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: 10/13/14	10/19/14	1-----		1				\$1,400.00		0.00			
E 7	WDJT	10/13/14	10/13/14	CBS Mrring Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	1-----		1				\$150.00		0.00			
E 8	WDJT	10/11/14	10/11/14	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	: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: 10/06/14	10/12/14	-----1-		1				\$400.00		0.00			
E 9	WDJT	10/11/14	10/11/14	CBS Sat Morn Nws 6a-9a CBS This Morning: Sat 6a-9a (6:00 AM-8:00 AM)	CM	6a-9a	-----1-	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----1-		1				\$100.00		0.00			
E 10	WDJT	10/11/14	10/11/14	Sa 9p - 10p 48 Hours	CM	9p - 10p	-----1-	: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: 10/06/14	10/12/14	-----1-		1				\$1,200.00		0.00			
E 11	WDJT	10/12/14	10/12/14	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a	-----1	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/06/14	10/12/14	-----1		1				\$1,000.00		0.00			
E 12	WDJT	10/14/14	10/14/14	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	-1-----	: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: 10/13/14	10/19/14	-1-----		1				\$400.00		0.00			
E 13	WDJT	10/14/14	10/14/14	M-F 5pm News M-F 5pm News	CM	5p-530p	-1-----	:30	1	\$400.00	P-1	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: 10/13/14	10/19/14	-1-----		1				\$400.00		0.00			
E 14	WDJT	10/14/14	10/14/14	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-1-----	:30	1	\$1,200.00	P-1	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: 10/13/14	10/19/14	-1-----		1				\$1,200.00		0.00			
E 15	WDJT	10/14/14	10/14/14	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	-1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/13/14	10/19/14	-1-----		1				\$150.00		0.00			
E 16	WDJT	10/14/14	10/14/14	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-1-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$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: 10/13/14	10/19/14	-1-----		1				\$1,400.00		0.00			
E 17	WDJT	10/14/14	10/14/14	CBS Mrring Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	-1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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E 17	WDJT	10/14/14	10/14/14	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a		7a-9a	-1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/14	10/19/14	-1-----		1				\$150.00		0.00			
													Totals	17	\$10,700.00