

# ORDER



**Orders**  
**Order / Rev:** 235425  
**Alt Order #:** 07467820  
**Product Desc:** GREATER WI POLI FUND  
**Estimate:** 1061  
**Flight Dates:** 10/29/14 - 11/03/14  
**Original Date / Rev:** 10/27/14 / 11/03/14  
**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-1  
**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
10/27/14	11/04/14	30	\$25,320.00	\$21,522.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	30	\$25,320.00	\$21,522.00	0.00
<b>Totals</b>	<b>30</b>	<b>\$25,320.00</b>	<b>\$21,522.00</b>	<b>0.00</b>

**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	17%	\$25,320.00
Market	100%	\$148,941.18

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	13%	\$19,362.35
WITI	34%	\$50,640.00
WMLW-	1%	\$1,489.41
WPXE	0%	\$0.00
WTMJ	34%	\$50,640.00
WVTV	1%	\$1,489.41
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	10/31/14	10/31/14	Price Is Right 10a-11a	CM	10a - 11a	----1--	:30	1	\$540.00	P-1	0.00	NM	0	\$0.00
				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: 10/27/14	11/02/14	----1--	1	\$540.00	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	10/27/14-11/02/14	Price Is Right 10a-11a	10a - 11a	-----F----	:30	(\$540.00)	0.00	NM						
See MG 18.2,18.3,18.4															
[oversold kj]															

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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 2	WDJT	10/31/14	10/31/14	News at Noon News at Noon	CM	12p-1230p	----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: 10/27/14	11/02/14	----1--		1				\$300.00		0.00			
E 3	WDJT	10/31/14	10/31/14	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	----1--	:30	1	\$540.00	P-1	0.00	NM	1	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	----1--		1				\$540.00		0.00			
E 4	WDJT	10/31/14	10/31/14	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: 10/27/14	11/02/14	----1--		1				\$400.00		0.00			
E 5	WDJT	10/31/14	10/31/14	Morning News M-F 5a - 6M M-F 5a - 6a	CM	5a - 6a	----1--	:30	1	\$140.00	P-1	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: 10/27/14	11/02/14	----1--		1				\$140.00		0.00			
E 6	WDJT	10/31/14	10/31/14	Morning News M-F 6a - 7M M-F 6a - 7a	CM	6a-7a	----1--	:30	1	\$240.00	P-1	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	----1--		1				\$240.00		0.00			
E 7	WDJT	10/31/14	10/31/14	Wheel of Fortune 630p-7M 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: 10/27/14	11/02/14	----1--		1				\$1,400.00		0.00			
E 8	WDJT	10/31/14	10/31/14	CBS Mrring Nws M-F 7-9M CBS This Morning M-F 7a-9a	CM	7a-9a	----1--	:30	1	\$160.00	P-1	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	----1--		1				\$160.00		0.00			
E 9	WDJT	11/03/14	11/03/14	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	1-----	:30	1	\$540.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	1-----		1				\$540.00		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	11/03/14-11/09/14	Price Is Right 10a-11a		10a - 11a		M-----		:30	<del>(\$540.00)</del>	0.00	NM		
				See MG 18.2,18.3,18.4 [oversold]											
E 10	WDJT	11/03/14	11/03/14	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	1-----	:30	1	\$540.00	P-1	0.00	NM	1	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	1-----		1				\$540.00		0.00			
E 11	WDJT	11/03/14	11/03/14	Morning News M-F 5a - 6M M-F 5a - 6a	CM	5a - 6a	1-----	:30	1	\$140.00	P-1	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: 11/03/14	11/09/14	1-----		1				\$140.00		0.00			
E 12	WDJT	11/03/14	11/03/14	Morning News M-F 6a - 7M M-F 6a - 7a	CM	6a-7a	1-----	:30	1	\$240.00	P-1	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	1-----		1				\$240.00		0.00			
E 13	WDJT	11/03/14	11/03/14	CBS Mrring Nws M-F 7-9M CBS This Morning M-F 7a-9a	CM	7a-9a	1-----	:30	1	\$160.00	P-1	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	1-----		1				\$160.00		0.00			
E 14	WDJT	11/01/14	11/01/14	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----2-	:30	2	\$600.00	P-1	0.00	NM	2	\$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: 10/27/14	11/02/14	-----2-		2				\$600.00		0.00			
E 15	WDJT	11/02/14	11/02/14	Sun 530pm News Sun 530pm News	CM	530p-6p	-----1	:30	1	\$600.00	P-1	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: 11/02/14	11/02/14	-----1		1				\$600.00		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 15	WDJT	11/02/14	11/02/14	Sun 530pm News Sun 530pm News	CM	530p-6p	-----1	:30	1	\$600.00	P-1	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: 10/27/14	11/02/14	-----1		1				\$600.00		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	10/27/14-11/02/14	Sun 530pm News		530p-6p	-----Su	:30		<del>(\$600.00)</del>		0.00	NM		
				See MG 15.2 [program change]											
	2	WDJT	11/01/14-11/01/14	SEC Afternoon Game		Sat 2p-6p	(2:00 PM-6:00 P-----Sa--	:30		\$600.00		0.00	NM		
				MG for 15.1 11/02											
E 16	WDJT	11/02/14	11/02/14	Eye to Eye Eye to Eye 7a	CM	7a-730a	-----1	:30	1	\$300.00	P-1	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: 10/27/14	11/02/14	-----1		1				\$300.00		0.00			
E 17	WDJT	11/02/14	11/02/14	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a	-----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: 10/27/14	11/02/14	-----1		1				\$1,200.00		0.00			
E 18	WDJT	11/02/14	11/02/14	Face the Nation Face the Nation	CM	930a-1030a	-----1	:30	1	\$400.00	P-1	0.00	NM	3	\$1,480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	-----1		1				\$400.00		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	10/27/14-11/02/14	Face the Nation		930a-1030a	-----Su	:30		<del>(\$400.00)</del>		0.00	NM		
				See MG 18.2,18.3,18.4 [oversold with candidates]											
	2	WDJT	11/01/14-11/01/14	SEC Afternoon Game		Sat 11a-2p	(11:00 AM-2:00 P-----Sa--	:30		\$500.00		0.00	NM		
				MG for 9.1,1.1,18.1											
	3	WDJT	11/01/14-11/01/14	SEC Afternoon Game		Sat 2p-530p	(2:00 PM-5:30 P-----Sa--	:30		\$600.00		0.00	NM		
				MG for 9.1,1.1,18.1											
	4	WDJT	11/01/14-11/01/14	Sat 1035p-1135p		1035p-1135p	-----Sa--	:30		\$380.00		0.00	NM		
				MG for 9.1,1.1,18.1 SEC Football ran long, programming slid kj											
E 19	WDJT	10/30/14	10/30/14	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: 10/27/14	11/02/14	---1---		1				\$400.00		0.00			
E 20	WDJT	10/30/14	10/30/14	Morning News M-F 5a - 6M M-F 5a - 6a	CM	5a - 6a	---1---	:30	1	\$140.00	P-1	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: 10/27/14	11/02/14	---1---		1				\$140.00		0.00			
E 21	WDJT	10/30/14	10/30/14	Morning News M-F 6a - 7M M-F 6a - 7a	CM	6a-7a	---1---	:30	1	\$240.00	P-1	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	---1---		1				\$240.00		0.00			
E 22	WDJT	10/30/14	10/30/14	CBS Mrring Nws M-F 7-9M CBS This Morning M-F 7a-9a	CM	7a-9a	---1---	:30	1	\$160.00	P-1	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	---1---		1				\$160.00		0.00			
E 23	WDJT	11/04/14	11/04/14	Morning News M-F 6a - 7M M-F 6a - 7a	CM	6a-7a	-1-----	:30	1	\$240.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/14	11/09/14	-1-----		1				\$240.00		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	11/03/14-11/09/14	Morning News M-F 6a - 7a		6a-7a	-T-----	:30		<del>(\$240.00)</del>		0.00	NM		
				See MG 24.2 [flight ends 11/3]											
E 24	WDJT	11/04/14	11/04/14	CBS Mrring Nws M-F 7-9M CBS This Morning M-F 7a-9a	CM	7a-9a	-1-----	:30	1	\$160.00	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: 11/03/14	11/09/14	-1-----		1				\$160.00		0.00			

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E 24	WDJT	11/04/14	11/04/14	CBS Mrring Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	-1-----	:30	1	\$160.00	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: 11/03/14	11/09/14	-1-----		1				\$160.00		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	11/03/14-11/09/14	CBS Mrring Nws M-F 7-9a		7a-9a	-T-----	:30		<del>(\$160.00)</del>		0.00	NM		
			See MG 24.2 [flight ends 11/3]												
	2	WDJT	11/02/14-11/02/14	Sun 1030a-11a		1030a-11a	-----Su	:30		\$400.00		0.00	NM		
			MG for 23.1,24.1												
E 25	WDJT	10/29/14	10/29/14	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: 10/27/14	11/02/14	--1----		1				\$400.00		0.00			
E 26	WDJT	10/29/14	10/29/14	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	--1----	:30	1	\$140.00	P-1	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: 10/27/14	11/02/14	--1----		1				\$140.00		0.00			
E 27	WDJT	10/29/14	10/29/14	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	--1----	:30	1	\$240.00	P-1	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	--1----		1				\$240.00		0.00			
E 28	WDJT	10/29/14	10/29/14	CBS Mrring Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	--1----	:30	1	\$160.00	P-1	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/14	11/02/14	--1----		1				\$160.00		0.00			
N 29	WDJT	11/03/14	11/03/14	Mo 7p - 8p Mo 7p - 8p	CM	Mo 7pm - 8pm	M-----	:30	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
N 30	WDJT	11/03/14	11/03/14	Mo 8p - 9p Scorpion	CM	Mo 8p - 9p	M-----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
Totals													30	\$25,320.00	