

ORDER



Orders
Order / Rev: 282879
Alt Order #: 08193648
Product Desc: ABELE FOR CNTY EXEC
Estimate: 5006
Flight Dates: 03/28/16 - 04/05/16
Original Date / Rev: 03/21/16 / 03/30/16
Order Type: GENERAL

WDJT-TV-LP CBS58
Primary AE: Andy Hauck
Sales Office: HCHI
Sales Region: NAT

Agency Name: AL Media
Buying Contact: Candy Kyle
Billing Contact:
 222 W. Ontario, Suite 600
 Chicago, IL 60610

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

Advertiser Name: Poli/C Abele/D/OTH/WI
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/16	04/05/16	61	\$23,440.00	\$19,924.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2016	61	\$23,440.00	\$19,924.00	0.00
Totals	61	\$23,440.00	\$19,924.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Andy Hauck			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDJT-TV-LP CBS58	21%	\$23,440.00
Market	100%	\$111,619.05

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	6%	\$6,897.14
WISN	20%	\$22,323.81
WITI	26%	\$29,020.95
WMLW-	4%	\$4,464.76
WPXE	0%	\$0.00
WTMJ	20%	\$22,323.81
WVTV	3%	\$3,348.57
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	03/28/16	04/01/16	Morning News M-F 6a - 7a M-F 6a - 7a	DM	6a-7a	MTWTF--	: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: 03/28/16	04/03/16	MTWTF--		2				\$60.00		0.00			
E 2	WDJT	03/28/16	04/01/16	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	DM	7a-9a	MTWTF--	:30	10	\$60.00	P-2	0.00	NM	10	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	MTWTF--		10				\$60.00		0.00			

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Advertiser: Pol/C Abele/D/OTH/WI
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 Estimate: 5006

WDJT-TV-LP CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	04/02/16	04/02/16	CBS Sat Morn Nws 6a-8a CBS Sat Morn Nws 6a-8a	CM	6a-8a	-----2-	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	-----2-		2				\$50.00		0.00			
E 4	WDJT	04/03/16	04/03/16	CBS58 Sun Morning 7a-8a CBS58 Sun Morning 7a-8a	CM	7a-8a	-----1	:30	1	\$190.00	P-2	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	-----1		1				\$190.00		0.00			
E 5	WDJT	04/03/16	04/03/16	CBS Sunday Morn 758a-9a CBS Sunday Morning	CM	8a-930a	-----2	:30	2	\$500.00	P-2	0.00	NM	2	\$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: 03/28/16	04/03/16	-----2		2				\$500.00		0.00			
E 6	WDJT	03/28/16	04/01/16	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	MTWTF--	:30	2	\$200.00	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: 03/28/16	04/03/16	MTWTF--		2				\$200.00		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	03/28/16-04/03/16	Let's Make a Deal 9a-10a		858a-10a	MTWThF----	:30		(\$200.00)		0.00	NM		
				See MG 6.3											
				[na at P2, have combined into 1x \$400 P1 Th-Fr]											
	2	WDJT	03/28/16-04/03/16	Let's Make a Deal 9a-10a		858a-10a	MTWThF----	:30		(\$200.00)		0.00	NM		
				See MG 6.3											
				[na at P2, have combined into 1x \$400 P1 Th-Fr]											
	3	WDJT	03/28/16-04/03/16	Let's Make a Deal 9a-10a		858a-10a	---ThF----	:30		\$400.00		0.00	NM		
				MG for 6.2,6.1											
E 7	WDJT	03/28/16	04/01/16	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MTWTF--	:30	2	\$300.00	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: 03/28/16	04/03/16	MTWTF--		2				\$300.00		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	03/28/16-04/03/16	Price Is Right 10a-11a		10a - 11a	MTWThF----	:30		(\$300.00)		0.00	NM		
				See MG 7.3											
				[P2 na - have combined to air 1x \$600 P1 Th-F]											
	2	WDJT	03/28/16-04/03/16	Price Is Right 10a-11a		10a - 11a	MTWThF----	:30		(\$300.00)		0.00	NM		
				See MG 7.3											
				[P2 na - have combined to air 1x \$600 P1 Th-F]											
	3	WDJT	03/28/16-04/03/16	Price Is Right 10a-11a		10a - 11a	---ThF----	:30		\$600.00		0.00	NM		
				MG for 7.2,7.1											
E 8	WDJT	03/28/16	04/01/16	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	MTWTF--		2				\$400.00		0.00			
E 9	WDJT	03/28/16	04/01/16	News at Noon News at Noon	CM	12p-1230p	MTWTF--	: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: 03/28/16	04/03/16	MTWTF--		2				\$200.00		0.00			
E 10	WDJT	03/28/16	04/01/16	2p-3p Rachael Ray	CM	2p-3p	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/16	04/03/16	MTWTF--		5				\$100.00		0.00			
E 11	WDJT	03/28/16	04/01/16	3p-4p Dr Phil	CM	3p-4p	MTWTF--	: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: 03/28/16	04/03/16	MTWTF--		2				\$150.00		0.00			
E 12	WDJT	03/28/16	04/01/16	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	MTWTF--	: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: 03/28/16	04/03/16	MTWTF--		2				\$200.00		0.00			
E 13	WDJT	03/28/16	04/01/16		CM	5p-530p	MTWTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00

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WDJT-TV-LP CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5pm News M-F 5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/28/16	04/03/16	MTWTF--					1	\$250.00		0.00			
E 14	WDJT	03/28/16	04/01/16	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-830p	MTWTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$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:		03/28/16	04/03/16	MTWTF--					2	\$800.00		0.00			
E 15	WDJT	03/28/16	04/01/16	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/28/16	04/03/16	MTWTF--					2	\$1,000.00		0.00			
E 16	WDJT	03/29/16	03/29/16	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1-----	:30	1	\$3,600.00	P-2	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/28/16	04/03/16	-1-----					1	\$3,600.00		0.00			
E 17	WDJT	03/29/16	03/29/16	Late Late Show Carpool Late Late Show Carpool Ka	CM	9pm-10pm	-1-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/28/16	04/03/16	-1-----					1	\$2,000.00		0.00			
E 18	WDJT	04/03/16	04/03/16	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$2,400.00	P-2	0.00	NM	1	\$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:		03/28/16	04/03/16	-----1					1	\$2,400.00		0.00			
E 19	WDJT	04/03/16	04/03/16	Su 7p - 8p Madam Secretary	CM	7p - 8p	-----1	:30	1	\$2,400.00	P-2	0.00	NM	1	\$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:		03/28/16	04/03/16	-----1					1	\$2,400.00		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	03/28/16-04/03/16	Su 7p - 8p		7p - 8p		-----Su	:30	(\$2,400.00)	0.00	NM				
See MG 19.2 [N/A. ACM Awards airs 7-10pm on this date.]															
2	WDJT	03/29/16-03/29/16	Tu 8p - 9p		Tu 8p - 9p		-T-----	:30	\$2,400.00	0.00	NM				
Ⓜ MG for 19.1 04/03															
E 20	WDJT	03/28/16	04/01/16	M-F Late News M-F Late News	CM	10p-1035p	MTWTF--	: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:		03/28/16	04/03/16	MTWTF--					1	\$600.00		0.00			
E 21	WDJT	04/03/16	04/03/16	Sun Late News Sun Late News	CM	10p-1035p	-----1	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/28/16	04/03/16	-----1					1	\$800.00		0.00			
E 22	WDJT	03/28/16	04/01/16	LF 1035p-1135p Late Show w/Stephen Colbert	CM	1035p-1137p	MTWTF--	: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:		03/28/16	04/03/16	MTWTF--					2	\$200.00		0.00			
E 23	WDJT	03/28/16	04/01/16	Late Late 1135p-1235a Late Late 1137p-1237a	CM	1137p-1237a	MTWTF--	:30	5	\$80.00	P-2	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/28/16	04/03/16	MTWTF--					5	\$80.00		0.00			
E 24	WDJT	04/02/16	04/02/16	Sat 1235a-135a Rookie Blue	CM	1235a-135a	-----1-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/28/16	04/03/16	-----1-					1	\$60.00		0.00			
E 25	WDJT	04/03/16	04/03/16	Sun 1135p-1235a Blue Bloods	CM	1135p-1235a	-----1	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/28/16	04/03/16	-----1					1	\$120.00		0.00			
E 26	WDJT	04/03/16	04/03/16		CM	1235a-135a	-----1	:30	1	\$80.00	P-2	0.00	NM	1	\$80.00

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				Sun 1235a-135a Good Wife											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/28/16	04/03/16	-----1					1	\$80.00		0.00			
E 27	WDJT	04/04/16	04/05/16	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	MT-----	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/04/16	04/10/16	MT-----					1	\$60.00		0.00			
E 28	WDJT	04/04/16	04/05/16	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a	CM	7a-9a	MT-----	:30	3	\$60.00	P-2	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/04/16	04/10/16	MT-----					3	\$60.00		0.00			
E 29	WDJT	04/04/16	04/05/16	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	MT-----	:30	1	\$200.00	P-2	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:		04/04/16	04/10/16	MT-----					1	\$200.00		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	04/04/16-04/10/16	Let's Make a Deal 9a-10a			858a-10a	MT-----	:30		(\$200.00)		0.00	NM		
See MG 30.2 [requires P1 to clear 4/4-4/5]															
E 30	WDJT	04/04/16	04/05/16	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MT-----	:30	1	\$300.00	P-2	0.00	NM	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:		04/04/16	04/10/16	MT-----					1	\$300.00		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	04/04/16-04/10/16	Price Is Right 10a-11a			10a - 11a	MT-----	:30		(\$300.00)		0.00	NM		
See MG 30.2 [requires P1 to clear 4/4-4/5]															
2	WDJT	04/04/16-04/04/16	M-F 5pm News			5p-530p	M-----	:30		\$500.00		0.00	NM		
Ⓜ MG for 29.1,30.1															
E 31	WDJT	04/04/16	04/05/16	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	MT-----	: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:		04/04/16	04/10/16	MT-----					1	\$400.00		0.00			
E 32	WDJT	04/04/16	04/04/16	2p-3p Rachael Ray	CM	2p-3p	1-----	:30	1	\$100.00	P-2	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:		04/04/16	04/10/16	1-----					1	\$100.00		0.00			
E 33	WDJT	04/04/16	04/04/16	Late Late 1135p-1235a Late Late 1137p-1237a	CM	1137p-1237a	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:		04/04/16	04/10/16	1-----					1	\$80.00		0.00			
													Totals	61	\$23,440.00

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, Miles King (AL Media)
 belong on behalf of: Chris Abele
 a legally qualified candidate of the NA
 political party for the office of: Milwaukee County Executive
 in the Spring Election
 election to be held on: Tuesday, April 5, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:
Chris Abele for County Executive

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:
Jeff Pealen, Treasurer

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

2/19/16

Date



Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title