

# ORDER



**Orders**  
**Order / Rev:** 281312  
**Alt Order #:** 08157078  
**Product Desc:** ABELE FOR CNTY EXEC  
**Estimate:** 4948  
**Flight Dates:** 03/07/16 - 03/13/16  
**Original Date / Rev:** 03/08/16 / 03/08/16  
**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:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/29/16	03/13/16	49	\$20,600.00	\$17,510.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2016	49	\$20,600.00	\$17,510.00	0.00
<b>Totals</b>	<b>49</b>	<b>\$20,600.00</b>	<b>\$17,510.00</b>	<b>0.00</b>

**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	24%	\$20,600.00
Market	100%	\$85,833.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$858.33
WISN	23%	\$19,741.67
WITI	30%	\$25,750.00
WMLW-	1%	\$858.33
WPXE	0%	\$0.00
WTMJ	20%	\$17,166.67
WVTV	1%	\$858.33
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	03/07/16	03/11/16	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	MTWTF--	: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: 03/07/16	03/13/16	MTWTF--		3		\$60.00		0.00					
2	WDJT	03/07/16	03/11/16	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a	CM	7a-9a	MTWTF--	: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: 03/07/16	03/13/16	MTWTF--		3		\$60.00		0.00					

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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
3	WDJT	03/13/16	03/13/16	Face the Nation Face the Nation	CM	930a-1030a	-----1	:30	1	\$200.00	P-2	0.00	NM	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:		03/07/16	03/13/16	-----1		1				\$200.00		0.00			
4	WDJT	03/07/16	03/11/16	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	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:		03/07/16	03/13/16	MTWTF--		3				\$200.00		0.00			
5	WDJT	03/07/16	03/11/16	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/07/16	03/13/16	MTWTF--		3				\$300.00		0.00			
6	WDJT	03/07/16	03/11/16	News at Noon News at Noon	CM	12p-1230p	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	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:		03/07/16	03/13/16	MTWTF--		3				\$200.00		0.00			
7	WDJT	03/07/16	03/11/16	3p-4p Dr Phil	CM	3p-4p	MTWTF--	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/07/16	03/13/16	MTWTF--		3				\$150.00		0.00			
8	WDJT	03/07/16	03/11/16	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	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:		03/07/16	03/13/16	MTWTF--		3				\$200.00		0.00			
9	WDJT	03/07/16	03/11/16	M-F 5pm News M-F 5pm News	CM	5p-530p	MTWTF--	:30	4	\$250.00	P-2	0.00	NM	4	\$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:		03/07/16	03/13/16	MTWTF--		4				\$250.00		0.00			
10	WDJT	03/07/16	03/11/16	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$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:		03/07/16	03/13/16	MTWTF--		3				\$800.00		0.00			
11	WDJT	03/07/16	03/11/16	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	MTWTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/07/16	03/13/16	MTWTF--		3				\$1,000.00		0.00			
N12	WDJT	03/12/16	03/12/16	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----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:		03/07/16	03/13/16	-----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	03/07/16-03/13/16	Sat 6p-7p Jep/Wheel			Sat 6-7p	-----Sa--	:30		<del>(\$250.00)</del>		0.00	NM		
			See MG 12.2,12.3												
			[na program change - offer Sat 5-7p \$200 Mountain West BBall Chamionship, Sat 6-8a CBS This Morning \$50]												
2	WDJT	03/09/16-03/11/16	M-F 4p-5p News			4p-5p	--wThF----	:30		\$200.00		0.00	NM		
			Ⓜ MG for 12.1 03/12												
3	WDJT	03/12/16-03/12/16	CBS Sat Morn Nws 6a-8a			6a-8a	-----Sa--	:30		\$50.00		0.00	NM		
			Ⓜ MG for 12.1 03/12												
13	WDJT	03/08/16	03/08/16	Tu 8p - 9p NCIS: New Orleans	CM	Tu 8p - 9p	-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:		03/07/16	03/13/16	-1-----		1				\$2,400.00		0.00			
14	WDJT	03/11/16	03/11/16	Fr 7p - 8p Amazing Race	CM	Fri 7p - 8p	----1--	:30	1	\$1,600.00	P-2	0.00	NM	1	\$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:		03/07/16	03/13/16	----1--		1				\$1,600.00		0.00			
15	WDJT	03/11/16	03/11/16	Fr 9p - 10p Blue Bloods	CM	9p - 10p	----1--	:30	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/07/16	03/13/16	----1--		1				\$1,900.00		0.00			

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15	WDJT	03/11/16	03/11/16	Fr 9p - 10p Blue Bloods	CM	9p - 10p	----1--	:30	1	\$1,900.00	P-2	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/07/16	03/13/16	----1--		1				\$1,900.00		0.00			
16	WDJT	03/12/16	03/12/16	Sa 9p - 10p 48 Hours	CM	9p - 10p	-----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:	03/07/16	03/13/16	-----1-		1				\$800.00		0.00			
17	WDJT	03/07/16	03/11/16	M-F Late News M-F Late News	CM	10p-1035p	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$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:	03/07/16	03/13/16	MTWTF--		3				\$600.00		0.00			
18	WDJT	03/12/16	03/12/16	Sat Late News Sat Late News	CM	10p-1035p	-----1-	:30	1	\$500.00	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:	03/07/16	03/13/16	-----1-		1				\$500.00		0.00			
19	WDJT	03/07/16	03/11/16	LF 1035p-1135p Late Show w/Stephen Colbert	CM	1035p-1137p	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	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:	03/07/16	03/13/16	MTWTF--		3				\$200.00		0.00			
20	WDJT	03/12/16	03/12/16	Sat 1035p-1135p The Closer	CM	1035p-1135p	-----1-	:30	1	\$200.00	P-2	0.00	NM	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:	03/07/16	03/13/16	-----1-		1				\$200.00		0.00			
21	WDJT	03/12/16	03/12/16	Sat 1135p-1235a Castle	CM	1135p-1235x	-----1-	:30	1	\$160.00	P-2	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:	03/07/16	03/13/16	-----1-		1				\$160.00		0.00			
22	WDJT	03/13/16	03/13/16	Sun 1035p-1135p Scandal	CM	1035p-1135p	-----1	:30	1	\$160.00	P-2	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:	03/07/16	03/13/16	-----1		1				\$160.00		0.00			
23	WDJT	03/13/16	03/13/16	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:	03/07/16	03/13/16	-----1		1				\$120.00		0.00			
													Totals	49	\$20,600.00

## 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 2

<b>Station and Location:</b>	<b>Date:</b>
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I, Miles King (AL Media)  
 being/on behalf of: Chris Abele  
 a legally qualified candidate of the N/A  
 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 Peelen, 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