

# ORDER



**Orders**  
**Order / Rev:** 280175  
**Alt Order #:** 08145633  
**Product Desc:** ABELE FOR CNTY EXEC  
**Estimate:** 4937  
**Flight Dates:** 02/22/16 - 02/28/16  
**Original Date / Rev:** 02/22/16 / 02/22/16  
**Order Type:** GENERAL

**Primary AE:** Andy Hauck  
**Sales Office:** HCHI  
**Sales Region:** NAT

WDJT-TV-LP CBS58

**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:** Pol/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
02/01/16	02/28/16	27	\$18,250.00	\$15,512.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2016	27	\$18,250.00	\$15,512.50	0.00
<b>Totals</b>	<b>27</b>	<b>\$18,250.00</b>	<b>\$15,512.50</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%	\$18,250.00
Market	100%	\$76,041.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	28%	\$21,291.67
WITI	30%	\$22,812.50
WMLW-	2%	\$1,520.83
WPXE	0%	\$0.00
WTMJ	16%	\$12,166.67
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
1	WDJT	02/28/16	02/28/16	CBS Sunday Morn 758aGM CBS Sunday Morning		8a-930a	-----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:	02/22/16	02/28/16	-----1		1		\$500.00		0.00					
2	WDJT	02/22/16	02/26/16	Let's Make a Deal 9a-106M Let's Make a Deal 9a-10a		858a-10a	MTWTF--	: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:	02/22/16	02/28/16	MTWTF--		1		\$200.00		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	02/22/16	02/26/16	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MTWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	02/22/16	02/28/16	MTWTF--					2	\$300.00		0.00			
4	WDJT	02/22/16	02/26/16	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:	02/22/16	02/28/16	MTWTF--					2	\$150.00		0.00			
5	WDJT	02/22/16	02/26/16	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:	02/22/16	02/28/16	MTWTF--					2	\$200.00		0.00			
6	WDJT	02/22/16	02/26/16	M-F 5pm News M-F 5pm News	CM	5p-530p	MTWTF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	02/22/16	02/28/16	MTWTF--					2	\$250.00		0.00			
7	WDJT	02/22/16	02/26/16	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:	02/22/16	02/28/16	MTWTF--					3	\$800.00		0.00			
8	WDJT	02/22/16	02/26/16	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:	02/22/16	02/28/16	MTWTF--					2	\$1,000.00		0.00			
9	WDJT	02/23/16	02/23/16	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:	02/22/16	02/28/16	-1-----					1	\$2,400.00		0.00			
10	WDJT	02/26/16	02/26/16	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:	02/22/16	02/28/16	----1--					1	\$1,600.00		0.00			
11	WDJT	02/26/16	02/26/16	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:	02/22/16	02/28/16	----1--					1	\$1,900.00		0.00			
N12	WDJT	02/28/16	02/28/16	Su 8p - 9p Good Wife	CM	8p-9p	-----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:	02/22/16	02/28/16	-----1					1	\$2,000.00		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	02/22/16-02/28/16	Su 8p - 9p		8p-9p	-----Su	:30		<del>(\$2,000.00)</del>		0.00	NM		
				See MG 12.2 [N/A. Program ordered is not airing on this date]											
	2	WDJT	02/28/16-02/28/16	Su 6p - 7p		6p - 7p	-----Su	:30		\$2,000.00		0.00	NM		
				MG for 12.1 02/28											
13	WDJT	02/22/16	02/26/16	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:	02/22/16	02/28/16	MTWTF--					3	\$600.00		0.00			
14	WDJT	02/28/16	02/28/16	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:	02/22/16	02/28/16	-----1					1	\$800.00		0.00			
15	WDJT	02/22/16	02/26/16	LF 1035p-1135p Late Show with Stephen Colbert	CM	1035p-1135p	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:	02/22/16	02/28/16	MTWTF--					2	\$200.00		0.00			
16	WDJT	02/27/16	02/27/16		CM	1035p-1135p	-----1-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00

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				Sat 1035p-1135p The Closer											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/22/16	02/28/16	-----1-					1	\$200.00		0.00			
17	WDJT	02/28/16	02/28/16	NCAA Bsktbl Reg. Seas	PRT	3-5p	-----1	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				NCAA Bsktbl Reg. Season		(3:00 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 02/22/16	02/28/16	-----1					1	\$250.00		0.00			
Totals													27	\$18,250.00	

## 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**

<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

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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

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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