

# ORDER



**Orders**  
**Order / Rev:** 281000  
**Alt Order #:** 08153910  
**Product Desc:** ABELE FOR CNTY EXEC  
**Estimate:** 4947  
**Flight Dates:** 03/01/16 - 03/06/16  
**Original Date / Rev:** 03/01/16 / 03/01/16  
**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	03/05/16	27	\$17,200.00	\$14,620.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2016	27	\$17,200.00	\$14,620.00	0.00
<b>Totals</b>	<b>27</b>	<b>\$17,200.00</b>	<b>\$14,620.00</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%	\$17,200.00
Market	100%	\$71,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	28%	\$20,066.67
WITI	30%	\$21,500.00
WMLW-	2%	\$1,433.33
WPXE	0%	\$0.00
WTMJ	16%	\$11,466.67
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
E 1	WDJT	03/01/16	03/04/16	Let's Make a Deal 9a-10a	CM	858a-10a	--WTF--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
				Let's Make a Deal 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/29/16	03/06/16	--WTF--		2				\$200.00		0.00			
E 2	WDJT	03/01/16	03/04/16	Price Is Right 10a-11a	CM	10a - 11a	--WTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$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: 02/29/16	03/06/16	--WTF--		2				\$300.00		0.00			

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Advertiser: Poli/C Abele/D/OTH/WI  
 Product Desc: ABELE FOR CNTY EXEC  
 Estimate: 4947

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	03/01/16	03/04/16	3p-4p Dr Phil	CM	3p-4p	--WTF--	: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: 02/29/16	03/06/16	--WTF--					2	\$150.00		0.00			
E 4	WDJT	03/01/16	03/04/16	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	--WTF--	: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: 02/29/16	03/06/16	--WTF--					2	\$200.00		0.00			
E 5	WDJT	03/01/16	03/04/16	M-F 5pm News M-F 5pm News	CM	5p-530p	--WTF--	: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: 02/29/16	03/06/16	--WTF--					2	\$250.00		0.00			
E 6	WDJT	03/01/16	03/04/16	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	--WTF--	: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: 02/29/16	03/06/16	--WTF--					3	\$800.00		0.00			
E 7	WDJT	03/01/16	03/04/16	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	--WTF--	: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: 02/29/16	03/06/16	--WTF--					3	\$1,000.00		0.00			
E 8	WDJT	03/03/16	03/03/16	Th 9p - 10p Elementary	CM	Th 9p - 10p	---T---	: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: 02/29/16	03/06/16	---T---					1	\$2,400.00		0.00			
E 9	WDJT	03/04/16	03/04/16	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: 02/29/16	03/06/16	----1--					1	\$1,600.00		0.00			
E 10	WDJT	03/04/16	03/04/16	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: 02/29/16	03/06/16	----1--					1	\$1,900.00		0.00			
E 11	WDJT	03/05/16	03/05/16	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: 02/29/16	03/06/16	-----1-					1	\$800.00		0.00			
E 12	WDJT	03/01/16	03/04/16	M-F Late News M-F Late News	CM	10p-1035p	--WTF--	: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: 02/29/16	03/06/16	--WTF--					3	\$600.00		0.00			
E 13	WDJT	03/05/16	03/05/16	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: 02/29/16	03/06/16	-----1-					1	\$500.00		0.00			
E 14	WDJT	03/01/16	03/04/16	LF 1035p-1135p Late Show with Stephen Colbert	CM	1035p-1135p	--WTF--	: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: 02/29/16	03/06/16	--WTF--					2	\$200.00		0.00			
E 15	WDJT	03/05/16	03/05/16	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: 02/29/16	03/06/16	-----1-					1	\$200.00		0.00			
													Totals	27	\$17,200.00

## 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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Miles King (AL Media)

I, \_\_\_\_\_

Chris Abele

being/on behalf of: \_\_\_\_\_

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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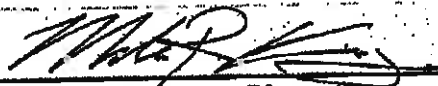
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**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