

ORDER



Orders
Order / Rev: 278760
Alt Order #: 08129441
Product Desc: ABELE FOR CNTY EXEC
Estimate: 4927
Flight Dates: 02/01/16 - 02/07/16
Original Date / Rev: 01/29/16 / 01/29/16
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
02/01/16	02/07/16	28	\$18,900.00	\$16,065.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2016	28	\$18,900.00	\$16,065.00	0.00
Totals	28	\$18,900.00	\$16,065.00	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	28%	\$18,900.00
Market	100%	\$87,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	26%	\$17,550.00
WITI	25%	\$16,875.00
WMLW-	1%	\$675.00
WPXE	0%	\$0.00
WTMJ	20%	\$13,500.00
WTVT	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	02/07/16	02/07/16	CBS Sunday Morn 758a@M CBS Sunday Morning	GM	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: 02/01/16	02/07/16	-----1		1		\$500.00		0.00					
E 2	WDJT	02/01/16	02/05/16	Let's Make a Deal 9a-10a@M Let's Make a Deal 9a-10a	GM	858a-10a	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: 02/01/16	02/07/16	MTWTF--		2		\$200.00		0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	02/01/16	02/05/16	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:	02/01/16	02/07/16	MTWTF--		2				\$300.00		0.00			
E 4	WDJT	02/01/16	02/05/16	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:	02/01/16	02/07/16	MTWTF--		2				\$150.00		0.00			
E 5	WDJT	02/01/16	02/05/16	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:	02/01/16	02/07/16	MTWTF--		2				\$200.00		0.00			
E 6	WDJT	02/01/16	02/05/16	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:	02/01/16	02/07/16	MTWTF--		2				\$250.00		0.00			
E 7	WDJT	02/01/16	02/05/16	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:	02/01/16	02/07/16	MTWTF--		3				\$800.00		0.00			
E 8	WDJT	02/01/16	02/05/16	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:	02/01/16	02/07/16	MTWTF--		3				\$1,000.00		0.00			
E 9	WDJT	02/02/16	02/02/16	Tu 8p - 9p NCIS: New Orleans	CM	Tu 8p - 9p	-1-----	:30	1	\$2,400.00	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:	02/01/16	02/07/16	-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	02/01/16-02/07/16	Tu 8p - 9p		Tu 8p - 9p	-T-----	:30		(\$2,400.00)		0.00	NM		
				See MG 10.2,10.3,10.4,10.5											
E 10	WDJT	02/05/16	02/05/16	Fr 9p - 10p Blue Bloods	CM	9p - 10p	----1--	:30	1	\$1,900.00	P-2	0.00	NM	4	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	02/01/16	02/07/16	----1--		1				\$1,900.00		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	02/01/16-02/07/16	Fr 9p - 10p		9p - 10p	-----F----	:30		(\$1,900.00)		0.00	NM		
				See MG 10.2,10.3,10.4,10.5											
	2	WDJT	02/01/16-02/07/16	Super Bowl Greatest Comme 7pm-9pm			-T-----	:30		\$1,500.00		0.00	NM		
				Ⓜ MG for 9.1,10.1											
	3	WDJT	02/01/16-02/07/16	Super Bowl Greatest Half-		8pm-10pm	-----F----	:30		\$1,600.00		0.00	NM		
				Ⓜ MG for 9.1,10.1											
	4	WDJT	02/01/16-02/07/16	M-F Late News		10p-1035p	MTWThF----	:30		\$600.00		0.00	NM		
				Ⓜ MG for 9.1,10.1											
	5	WDJT	02/01/16-02/07/16	M-F Late News		10p-1035p	MTWThF----	:30		\$600.00		0.00	NM		
				Ⓜ MG for 9.1,10.1											
E 11	WDJT	02/01/16	02/05/16	M-F Late News M-F Late News	CM	10p-1035p	MTWTF--	:30	2	\$600.00	P-2	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:	02/01/16	02/07/16	MTWTF--		2				\$600.00		0.00			
E 12	WDJT	02/01/16	02/05/16	LF 1035p-1135p Late Show with Stephen Colberl	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:	02/01/16	02/07/16	MTWTF--		2				\$200.00		0.00			
E 13	WDJT	02/06/16	02/06/16	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:	02/01/16	02/07/16	-----1-		1				\$200.00		0.00			

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E 13	WDJT	02/06/16	02/06/16	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:		02/01/16	02/07/16	-----1-					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	02/01/16-02/07/16	Sat 1035p-1135p			1035p-1135p	-----Sa--	:30		(\$200.00)		0.00	NM		
		See MG 13.2													
2	WDJT	02/01/16-02/07/16	Sat 1035p-1135p			1035p-1135p	-----Sa--	:30		\$200.00		0.00	NM		
		Ⓜ MG for 13.1 02/06													
E 14	WDJT	02/07/16	02/07/16	Prime Post SBowl 9p-10p Prime Post SBowl 9p-10p	PRT	9p-10p	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
Week:		02/01/16	02/07/16	-----1					1	\$2,500.00		0.00			
E 15	WDJT	02/07/16	02/07/16	Sun Late News Sun Late News	CM	10p-1035p	-----1	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
Week:		02/01/16	02/07/16	-----1					1	\$2,200.00		0.00			
													Totals	28	\$18,900.00

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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Miles King (AL Media)
I, _____

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 Primary

election to be held on: Tuesday, February 16, 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): PLEASE SEE INSERTION ORDER

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

1/25/2016

Date



Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title