

ORDER



Orders
Order / Rev: 282595
Alt Order #: 08176941
Product Desc: ABELE FOR CNTY EXEC
Estimate: 5005
Flight Dates: 03/21/16 - 03/27/16
Original Date / Rev: 03/21/16 / 03/21/16
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: 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: 00:30:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/29/16	03/27/16	24	\$5,600.00	\$4,760.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2016	24	\$5,600.00	\$4,760.00	0.00
Totals	24	\$5,600.00	\$4,760.00	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	25%	\$5,600.00
Market	100%	\$22,400.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	25%	\$5,600.00
WITI	25%	\$5,600.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	25%	\$5,600.00
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	03/22/16	03/25/16	Morning News M-F 6a - 7a	CM	6a-7a	-TWTF--	: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: 03/21/16	03/27/16	-TWTF--		1				\$60.00		0.00			
E 2	WDJT	03/22/16	03/25/16	CBS Mning Nws M-F 7-9a	CM	7a-9a	-TWTF--	:30	4	\$60.00	P-2	0.00	NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/21/16	03/27/16	-TWTF--		4				\$60.00		0.00			

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Advertiser: Poli/C Abele/D/OTH/WI
 Product Desc: ABELE FOR CNTY EXEC
 Estimate: 5005

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	03/27/16	03/27/16	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:	03/21/16	03/27/16	-----1					1	\$190.00		0.00			
E 4	WDJT	03/22/16	03/25/16	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	-TWTF--	: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:	03/21/16	03/27/16	-TWTF--					1	\$200.00		0.00			
E 5	WDJT	03/22/16	03/25/16	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	-TWTF--	: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:	03/21/16	03/27/16	-TWTF--					1	\$400.00		0.00			
E 6	WDJT	03/22/16	03/25/16	News at Noon News at Noon	CM	12p-1230p	-TWTF--	: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:	03/21/16	03/27/16	-TWTF--					1	\$200.00		0.00			
E 7	WDJT	03/22/16	03/25/16	2p-3p Rachael Ray	CM	2p-3p	-TWTF--	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/21/16	03/27/16	-TWTF--					3	\$100.00		0.00			
E 8	WDJT	03/22/16	03/25/16	3p-4p Dr Phil	CM	3p-4p	-TWTF--	: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:	03/21/16	03/27/16	-TWTF--					2	\$150.00		0.00			
E 9	WDJT	03/22/16	03/25/16	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	-TWTF--	: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:	03/21/16	03/27/16	-TWTF--					2	\$200.00		0.00			
E 10	WDJT	03/22/16	03/25/16	M-F 5pm News M-F 5pm News	CM	5p-530p	-TWTF--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/21/16	03/27/16	-TWTF--					1	\$250.00		0.00			
E 11	WDJT	03/22/16	03/25/16	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	-TWTF--	: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:	03/21/16	03/27/16	-TWTF--					1	\$800.00		0.00			
E 12	WDJT	03/22/16	03/25/16	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-TWTF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$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:	03/21/16	03/27/16	-TWTF--					1	\$1,000.00		0.00			
E 13	WDJT	03/22/16	03/25/16	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	-TWTF--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/21/16	03/27/16	-TWTF--					1	\$300.00		0.00			
E 14	WDJT	03/22/16	03/25/16	M-F Late News M-F Late News	CM	10p-1035p	-TWTF--	: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:	03/21/16	03/27/16	-TWTF--					1	\$600.00		0.00			
E 15	WDJT	03/22/16	03/25/16	LF 1035p-1135p Late Show w/Stephen Colbert	CM	1035p-1137p	-TWTF--	: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:	03/21/16	03/27/16	-TWTF--					1	\$200.00		0.00			
E 16	WDJT	03/22/16	03/25/16	Late Late 1135p-1235a Late Late 1137p-1237a	CM	1137p-1237a	-TWTF--	:30	2	\$80.00	P-2	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	03/21/16	03/27/16	-TWTF--					2	\$80.00		0.00			

Totals 24 \$5,600.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To /vel: 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)
 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