

ORDER



Orders
Order / Rev: 281925
Alt Order #: 08163072
Product Desc: ABELE FOR CNTY EXEC
Estimate: 4957
Flight Dates: 03/14/16 - 03/20/16
Original Date / Rev: 03/11/16 / 03/17/16
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	03/20/16	56	\$22,270.00	\$18,929.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2016	56	\$22,270.00	\$18,929.50	0.00
Totals	56	\$22,270.00	\$18,929.50	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%	\$22,270.00
Market	100%	\$89,080.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	25%	\$22,270.00
WITI	30%	\$26,724.00
WMLW-	1%	\$890.80
WPXE	0%	\$0.00
WTMJ	19%	\$16,925.20
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	03/14/16	03/18/16	Morning News M-F 6a - 7a	DM	6a-7a	MTWTF--	: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: 03/14/16	03/20/16	MTWTF--		4				\$60.00		0.00			
E 2	WDJT	03/14/16	03/18/16	CBS Mrning Nws M-F 7-9a	DM	7a-9a	MTWTF--	: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: 03/14/16	03/20/16	MTWTF--		4				\$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
E 3	WDJT	03/20/16	03/20/16	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: 03/14/16	03/20/16	-----1		1				\$200.00		0.00			
E 4	WDJT	03/14/16	03/18/16	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: 03/14/16	03/20/16	MTWTF--		3				\$200.00		0.00			
E 5	WDJT	03/14/16	03/18/16	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MTWTF--	:30	3	\$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: 03/14/16	03/20/16	MTWTF--		3				\$300.00		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>		
	3	WDJT	03/14/16-03/20/16	Price Is Right 10a-11a		10a - 11a	MTWThF----	:30		(\$300.00)		0.00	NM		
				Credited											
E 6	WDJT	03/14/16	03/18/16	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	MTW----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/14/16	03/20/16	MTW----		2				\$400.00		0.00			
E 7	WDJT	03/14/16	03/18/16	News at Noon News at Noon	CM	12p-1230p	MTW----	: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: 03/14/16	03/20/16	MTW----		3				\$200.00		0.00			
E 8	WDJT	03/14/16	03/18/16	3p-4p Dr Phil	CM	3p-4p	MTW----	: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: 03/14/16	03/20/16	MTW----		3				\$150.00		0.00			
E 9	WDJT	03/14/16	03/18/16	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	MTWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/14/16	03/20/16	MTWTF--		4				\$200.00		0.00			
E 10	WDJT	03/14/16	03/18/16	M-F 5pm News M-F 5pm News	CM	5p-530p	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	5	\$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: 03/14/16	03/20/16	MTWTF--		5				\$250.00		0.00			
E 11	WDJT	03/14/16	03/18/16	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	MTW----	: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: 03/14/16	03/20/16	MTW----		3				\$800.00		0.00			
E 12	WDJT	03/14/16	03/18/16	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	MTW----	: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: 03/14/16	03/20/16	MTW----		3				\$1,000.00		0.00			
E 13	WDJT	03/19/16	03/19/16	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$250.00	P-2	0.00	NM	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: 03/14/16	03/20/16	-----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	03/14/16-03/20/16	Sat 6p-7p Jep/Wheel		Sat 6-7p	-----Sa--	:30		(\$250.00)		0.00	NM		
				See MG 15.2, 15.3, 15.4, 15.5, 15.6											
				[na due to NCAA Bball - mg offer 1x Sun 10p News \$800, 1x Sun 7-8p \$2400, 1x Su 8-930a \$500, 2x Tu-W 1235-105a \$25 P3]											
E 14	WDJT	03/15/16	03/15/16	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: 03/14/16	03/20/16	-1-----		1				\$2,400.00		0.00			
E 15	WDJT	03/18/16	03/18/16	Fr 7p - 8p Amazing Race	CM	Fri 7p - 8p	----1--	:30	1	\$1,600.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/14/16	03/20/16	----1--		1				\$1,600.00		0.00			

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E 15	WDJT	03/18/16	03/18/16	Fr 7p - 8p Amazing Race	CM	Fri 7p - 8p	----1--	:30	1	\$1,600.00	P-2	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/14/16	03/20/16	----1--		1				\$1,600.00		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	03/14/16-03/20/16	Fr 7p - 8p		Fri 7p - 8p	-----F----	:30		(\$1,600.00)		0.00	NM		
				See MG 15.2, 15.3, 15.4, 15.5, 15.6 [na due to NCAA BBall - mg offer 1x Sun 10p News \$800, 1x Sun 7-8p \$2400, 1x Su 8-930a \$500, 2x Tu-W 1235-105a \$25 P3]											
	2	WDJT	03/20/16-03/20/16	Sun Late News		10p-1035p	-----Su	:30		\$800.00		0.00	NM		
				Ⓜ MG for 16.1, 13.1, 15.1 NCAA Basketball ran long; programming slid. -AL											
	3	WDJT	03/20/16-03/20/16	Su 7p - 8p		7p - 8p	-----Su	:30		\$2,400.00		0.00	NM		
				Ⓜ MG for 16.1, 13.1, 15.1 NCAA Basketball ran long; programming slid. -AL											
	4	WDJT	03/20/16-03/20/16	CBS Sunday Morn 758a-930a		8a-930a	-----Su	:30		\$500.00		0.00	NM		
				Ⓜ MG for 16.1, 13.1, 15.1											
	5	WDJT	03/15/16-03/18/16	Insider 1237a-105a		1237xm-105xm	-TW-----	:30		\$25.00		0.00	NM		
				Ⓜ MG for 16.1, 13.1, 15.1											
	6	WDJT	03/15/16-03/16/16	Insider 1237a-105a		1237xm-105xm	-TW-----	:30		\$25.00		0.00	NM		
				Ⓜ MG for 16.1, 13.1, 15.1											
E 16	WDJT	03/18/16	03/18/16	Fr 9p - 10p Blue Bloods	CM	9p - 10p	----1--	:30	1	\$1,900.00	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: 03/14/16	03/20/16	----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	03/14/16-03/20/16	Fr 9p - 10p		9p - 10p	-----F----	:30		(\$1,900.00)		0.00	NM		
				See MG 15.2, 15.3, 15.4, 15.5, 15.6 [na due to NCAA BBall - mg offer 1x Sun 10p News \$800, 1x Sun 7-8p \$2400, 1x Su 8-930a \$500, 2x Tu-W 1235-105a \$25 P3]											
E 17	WDJT	03/19/16	03/19/16	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: 03/14/16	03/20/16	-----1-		1				\$800.00		0.00			
E 18	WDJT	03/14/16	03/18/16	M-F Late News M-F Late News	CM	10p-1035p	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$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: 03/14/16	03/20/16	MTWTF--		4				\$600.00		0.00			
E 19	WDJT	03/19/16	03/19/16	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: 03/14/16	03/20/16	-----1-		1				\$500.00		0.00			
E 20	WDJT	03/14/16	03/18/16	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: 03/14/16	03/20/16	MTWTF--		3				\$200.00		0.00			
E 21	WDJT	03/19/16	03/19/16	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: 03/14/16	03/20/16	-----1-		1				\$200.00		0.00			
E 22	WDJT	03/19/16	03/19/16	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: 03/14/16	03/20/16	-----1-		1				\$160.00		0.00			
E 23	WDJT	03/20/16	03/20/16	Sun 1035p-1135p Scandal	CM	1035p-1135p (10:35 PM-11:35 PM)	-----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: 03/14/16	03/20/16	-----1		1				\$160.00		0.00			
E 24	WDJT	03/20/16	03/20/16	Sun 1135p-1235a	CM	1135p-1235a	-----1	:30	1	\$120.00	P-2	0.00	NM	1	\$120.00

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				Blue Bloods											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/14/16	03/20/16	-----1					1	\$120.00		0.00			
													Totals	56	\$22,270.00

APPLICATION 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, Parties, Candidates Must Sign This Certificate on Page 2

Station and Location:	Date:
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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 Poolan, 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

2/18/16

Date



Signature

To Be Signed By Station Representative

Accepted

Accepted In Part

Rejected

Signature

Printed Name

Title