

End Citizens United-WI SSM



Station	WEAU-TV	Buyer	Rachael Jones	
Market	La Crosse	Email	rachael@screenstrategies.com	
Flight Dates	11/4/2016 - 11/8/2016 Revised (Est. 3016)		Phone	703-272-7300

Program Name	DP	Days Length	Rate	Fri 11/4	Sat 11/5	Sun 11/6	Mon 11/7	Tue 11/8	Total
WEAU 6a News 6:00 AM - 7:00 AM	EM	M-F 30	\$5,000.00 \$15,000.00	1			1	1	3
Today Show 7:00 AM - 9:00 AM	EM	M-F 30	\$5,000.00 \$15,000.00	1			1	1	3
Saturday Today 7:00 AM - 9:00 AM	EM	Sa 30	\$1,500.00 \$1,500.00		1				1
Sunday Today 7:00 AM - 8:00 AM	EM	Su 30	\$2,000.00 \$2,000.00			1			1
Today II 9:00 AM - 10:00 AM	DT	M-F 30	\$1,000.00 \$2,000.00	1				1	2
WEAU Noon News 12:00 PM - 12:30 PM	DT	M-F 30	\$3,500.00 \$7,000.00	1			1		2
Jeopardy 1:30 PM - 2:00 PM	DT	M-F 30	\$650.00 \$1,300.00	1			1		2
Jeopardy 4:00 PM - 4:30 PM	EF	M-F 30	\$1,500.00 \$3,000.00	1			1		2
OMG! Insider 4:30 PM - 5:00 PM	EF	M-F 30	\$1,000.00 \$2,000.00	1			1		2
WEAU 5p News 5:00 PM - 5:30 PM	EN	M-F 30	\$3,000.00 \$6,000.00	1			1		2

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WEAU 6p News 6:00 PM - 6:30 PM	EN	M-F 30	\$3,500.00 \$7,000.00	1			1		2
Saturday 6p News 6:00 PM - 6:30 PM	EN	Sa 30	\$2,000.00 \$2,000.00		1				1
Wheel of Fortune 6:30 PM - 7:00 PM	PA	M-F 30	\$6,000.00 \$12,000.00	1			1		2
The Voice 7:00 PM - 9:00 PM	PT	M 30	\$12,000.00 \$12,000.00				1		1
NBC Special 9:00 PM - 10:00 PM 11/7: SNL Special	PT	M 30	\$10,000.00 \$10,000.00				1		1
Dateline 8:00 PM - 10:00 PM	PT	F 30	\$2,000.00 \$2,000.00	1					1
Dateline 7:00 PM - 9:00 PM	PT	Sa 30	\$500.00 \$500.00		1				1
NBC Sunday Football 8:00 PM - 11:00 PM 11/6: Broncos vs. Raiders	PT	Su 30	\$25,000.00 \$25,000.00			1			1
WEAU 10p News 10:00 PM - 10:35 PM	LN	M-F 30	\$5,000.00 \$10,000.00	1			1		2
Saturday 10p News 10:00 PM - 10:30 PM	LN	Sa 30	\$2,000.00 \$2,000.00		1				1

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Sunday 10:30p News 10:35 PM - 11:05 PM	LN	Su 30	\$2,000.00 \$2,000.00			1			1
Tonight Show 10:35 PM - 11:35 PM	LF	M-F 30	\$3,000.00 \$6,000.00	1			1		2
Station Totals			\$145,300.00	13	4	3	13	3	36