



125 West 55th St
New York, NY 10019

| | | |
|--------------------------------------|--|---|
| Contract # 28364074 | Changes as of: 3/11/2024 at 3:41 PM | Version: Current State Version 1 |
| CPE: 745/795/12907 | Flight: 10/15/24 - 10/21/24 | Station: WAOW |
| Agency: WATERFRONT STRATEGIES | Advertiser: WINSENATE | Market: Wausau, WI |
| 3050 K ST NW 100 | Product: Issue | Office: WASHINGTON |
| 20007 | Agency Order #: 13284347 | Service: Nielsen |
| | Buyer: Keane, Julie | Primary Demo: |
| | Salesperson: MEREDITH THOMPSON | Assistant: MEREDITH THOMPSON |
| | 212-408-3622 | 212-408-3622 |
| | Separation: | Total Spots: 51 |
| | Comments: Separation: 30;PopulationBuyType: CPP | Total CPP: \$0.00 |
| | | Total GRP: |
| | | Traffic #: 60361 |
| | | Total \$: \$87,400.00 |

| # | Day/Time | DP | Program | Rate | Len | 10/15 - 10/15 | | Total Spots | Total \$ | CPP* | GRP* |
|----|-------------------------|----|----------------------------------|------------|-----|---------------|--|-------------|-------------|--------|------|
| | | | | | | 10/15 | | | | | |
| 1 | Tu-F,M 6a-6:30a | | Wake Up Wisconsin | \$1,600.00 | 30 | 4 | | 4 | \$6,400.00 | \$0.00 | 0.0 |
| 2 | Tu-F,M 6:30a-7a | | Wake Up Wisconsin | \$1,600.00 | 30 | 3 | | 3 | \$4,800.00 | \$0.00 | 0.0 |
| 3 | Tu-F,M 7a-8a | | Good Morning America | \$1,600.00 | 30 | 3 | | 3 | \$4,800.00 | \$0.00 | 0.0 |
| 4 | Tu-F,M 8a-9a | | Good Morning America | \$1,600.00 | 30 | 3 | | 3 | \$4,800.00 | \$0.00 | 0.0 |
| 5 | Sa 7a-8a | | Good Morning America Saturday | \$1,600.00 | 30 | 1 | | 1 | \$1,600.00 | \$0.00 | 0.0 |
| 6 | Sa 8a-9a | | Good Morning America Saturday II | \$1,600.00 | 30 | 1 | | 1 | \$1,600.00 | \$0.00 | 0.0 |
| 7 | Su 6:30a-7a | | Wake Up Wisconsin: Weekend | \$1,600.00 | 30 | 1 | | 1 | \$1,600.00 | \$0.00 | 0.0 |
| 8 | Su 7a-8a | | Good Morning America Weekend | \$1,600.00 | 30 | 1 | | 1 | \$1,600.00 | \$0.00 | 0.0 |
| 9 | Tu-F,M 11a-11:30a | | News 9 WAOW @ 11A | \$1,200.00 | 30 | 3 | | 3 | \$3,600.00 | \$0.00 | 0.0 |
| 10 | Tu-F,M 11:30a-12n | | Drew Barrymore | \$600.00 | 30 | 3 | | 3 | \$1,800.00 | \$0.00 | 0.0 |
| 11 | Tu-F,M 5p-5:30p | | News 9 WAOW @ 5P | \$1,800.00 | 30 | 3 | | 3 | \$5,400.00 | \$0.00 | 0.0 |
| 12 | Tu-F,M 5:30p-6p | | ABC Nightly News | \$5,000.00 | 30 | 2 | | 2 | \$10,000.00 | \$0.00 | 0.0 |
| 13 | Tu-F,M 6p-6:30p | | News 9 WAOW @ 6P | \$2,500.00 | 30 | 3 | | 3 | \$7,500.00 | \$0.00 | 0.0 |
| 14 | Su 5:30p-6p | | News 9 WAOW @ 530P | \$1,800.00 | 30 | 1 | | 1 | \$1,800.00 | \$0.00 | 0.0 |
| 15 | Tu-F,M 6:30p-6:58p | | Entertainment Tonight | \$1,300.00 | 30 | 3 | | 3 | \$3,900.00 | \$0.00 | 0.0 |
| 16 | Tu-F,M 9p-9:30p | | News 9 at 9pm on EAOW | \$800.00 | 30 | 3 | | 3 | \$2,400.00 | \$0.00 | 0.0 |
| 17 | Tu-F,M 10p-10:35p | | News 9 WAOW @ 10P | \$2,500.00 | 30 | 3 | | 3 | \$7,500.00 | \$0.00 | 0.0 |
| 18 | Su 10p-10:35p | | News 9 WAOW @ 10P | \$2,500.00 | 30 | 1 | | 1 | \$2,500.00 | \$0.00 | 0.0 |
| 19 | Tu-F,M 10:35p-11:37p | | Jimmy Kimmel Live-ABC | \$1,600.00 | 30 | 3 | | 3 | \$4,800.00 | \$0.00 | 0.0 |
| 20 | Tu-F,M 11:37p-12:06a | | Nightline-ABC | \$800.00 | 30 | 3 | | 3 | \$2,400.00 | \$0.00 | 0.0 |



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| | | Separation: | | | |
| | | | | Con Type: POLITICAL/VOTE | |
| | | | | Total \$: \$87,400.00 | |
| | | | | Total Spots: 51 | |
| | | | | Total CPP: \$0.00 | |
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| | | | | Traffic #: 60361 | |

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|---------|----------------|----|--------------------------------|------------|-----|---------------|--|-------------|-------------|--------|------|
| | | | | | | 10/15 | | | | | |
| 21 | Tu 7p-9p | | Dancing With The Stars-ABC | \$2,800.00 | 30 | 1 | | 1 | \$2,800.00 | \$0.00 | 0.0 |
| 22 | Th 8p-9p | | Grey's Anatomy-ABC | \$2,800.00 | 30 | 1 | | 1 | \$2,800.00 | \$0.00 | 0.0 |
| 23 | Sa 2:30p-6:30p | | ABC College Football Late Game | \$1,000.00 | 30 | 1 | | 1 | \$1,000.00 | \$0.00 | 0.0 |
| TOTALS: | | | | | | 51 | | 51 | \$87,400.00 | \$0.00 | 0.0 |