



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 28364076	<b>Changes as of:</b> 3/11/2024 at 4:23 PM	<b>Version:</b> Current State Version 1
<b>CPE:</b> 745/795/12909	<b>Flight:</b> 10/29/24 - 11/4/24	<b>Station:</b> WAOW
<b>Agency:</b> WATERFRONT STRATEGIES	<b>Advertiser:</b> WINSENATE	<b>Market:</b> Wausau, WI
3050 K ST NW 100	<b>Product:</b> Issue	<b>Office:</b> WASHINGTON
20007	<b>Agency Order #:</b> 13284436	<b>Service:</b> Nielsen
	<b>Buyer:</b> Keane, Julie	<b>Primary Demo:</b>
	<b>Salesperson:</b> MEREDITH THOMPSON	<b>Assistant:</b> MEREDITH THOMPSON
	212-408-3622	212-408-3622
	<b>Separation:</b>	
<b>Comments:</b> Separation: 30;PopulationBuyType: CPP		
		<b>Con Type:</b> POLITICAL/VOTE
		<b>Total \$:</b> \$87,400.00
		<b>Total Spots:</b> 51
		<b>Total CPP:</b> \$0.00
		<b>Total GRP:</b>
		<b>Traffic #:</b> 60376

#	Day/Time	DP	Program	Rate	Len	10/29 - 10/29		Total Spots	Total \$	CPP*	GRP*
						10/29					
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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						10/29					
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