



Client: Friends of Scott Walker
Brand: Friends of Scott Walker
Product: Friends of Scott Walker
Campaign: 2014 SWF 10/29 A

Station Order

Market: WAUSAU-RHINELANDER
Station: WSAW
Station Contact: Al Lancaster

Rev #: 0
Flight From: 10/29/2014 to 11/04/2014

Buyer Name: Emilie Kassa
Sweeps: Share Feb 2014 -> HUT/PUT Nov 13

nonbox
5307 S 92nd St.
Hales Corners, WI 53130
414-425-8800

Acq. Order No.: 2722
WS Order No.: 3729

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross		Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Total Spots	DMA P 35+ (R)
				Rate/ Total										
1	MTWRF-- 04:30A-05:00A	EM 30	SUNRISE 7	\$100.00 \$200.00								1	2	0.2 \$500.00
2	MTWRF-- 05:00A-06:00A	EM 30	SUNRISE 7	\$150.00 \$300.00								1	2	1.4 \$107.14
3	MTWRF-- 05:00A-06:00A Comment: ADD	EM 30	SUNRISE 7	\$150.00 \$750.00								1	5	1.4 \$107.14
4	MTWRF-- 06:00A-07:00A	EM 30	SUNRISE 7	\$200.00 \$600.00								1	3	2.6 \$76.92
5	MTWRF-- 06:00A-07:00A Comment: ADD	EM 30	SUNRISE 7	\$200.00 \$1,000.00								1	5	2.6 \$76.92
6	MTWRF-- 07:00A-09:00A	EM 60	CBS THS MRNG-2	\$300.00 \$600.00								1	2	3.7 \$81.08
7	MTWRF-- 07:00A-09:00A	EM 30	CBS THS MRNG-2	\$150.00 \$450.00								1	3	3.7 \$40.54

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Station Order
WAUSAU-RHINELANDER - TV

Station: WSAW

Advertiser: Friends of Scott Walker

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross		Oct							Total		DMA P 35+ (R)
				Rate/ Total		29	30	31	01	02	03	04	Spots		
8	MTWRF-- 07:00A-09:00A Comment: ADD	EM 30	CBS THS MRNG-2	\$150.00 \$750.00		1	1	1	.	.	1	1	5		3.7 \$40.54
9	MTWRF-- 09:00A-09:30A	DT 30	MILLIONAIRE	\$200.00 \$1,000.00		1	1	1	.	.	1	1	5		3.2 \$62.50
10	MTWRF-- 09:30A-10:00A	DT 30	MILLIONAIRE B	\$200.00 \$1,000.00		1	1	1	.	.	1	1	5		3.0 \$66.67
11	MTWRF-- 10:00A-11:00A	DT 30	PRICE-RT 1-CBS	\$500.00 \$2,000.00		1	1	1	.	.	1	.	4		4.5 \$111.11
12	MTWRF-- 11:00A-12:00P	DT 30	YOUNG&RESTLESS	\$500.00 \$2,000.00		1	1	1	.	.	1	.	4		4.3 \$116.28
13	MTWRF-- 12:00P-12:30P	DT 30	NEWSCHNNL 7-NN	\$500.00 \$1,000.00		1	.	1	2		5.7 \$87.72
14	MTWRF-- 12:30P-02:00P	DT 30	CBS SOAPS	\$300.00 \$1,200.00		1	1	1	.	.	1	.	4		2.0 \$150.00
15	MTWRF-- 02:00P-03:00P	DT 30	LET'S MK DEAL	\$300.00 \$1,200.00		1	1	1	.	.	1	.	4		1.9 \$157.89
16	MTWRF-- 03:00P-04:00P	EF 30	MERIDETH	\$80.00 \$320.00		1	1	1	.	.	1	.	4		3.5 \$22.86
17	MTWRF-- 04:00P-05:00P	EF 30	ELLEN	\$200.00 \$800.00		1	1	1	.	.	1	.	4		3.6 \$55.56
18	MTWRF-- 05:00P-05:30P	EN 30	NEWSCHNNL 7-5	\$1,000.00 \$2,000.00		.	1	.	.	.	1	.	2		8.5 \$117.65
19	MTWRF-- 06:00P-06:30P	EN 30	NEWSCHNNL 7-6	\$1,500.00 \$4,500.00		1	.	1	.	.	1	.	3		8.6 \$174.42

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Item#	Days/ Times	DP/ Len	Program Title/ Comm Tag	Station Gross		Oct							Total Spots	DMA P 35+ (R)	
				Rate/ Total	29	30	31	01	02	03	04				
20	MTWRF-- 10:00P-10:30P	LN 30	NEWSCHNNL 7-10	\$1,500.00 \$1,500.00	.	1	1	7.0 \$214.29	3
21	MTWRF-- 10:00P-10:30P	LN 60	NEWSCHNNL 7-10	\$3,000.00 \$9,000.00	1	.	1	.	.	1	.	.	3	7.0 \$428.57	3
22	MTWRF-- 10:30P-11:30P	LF 30	D LETTRMAN-CBS	\$150.00 \$600.00	1	1	1	.	.	1	.	.	4	2.7 \$55.56	4
23	M-W-F-- 05:30P-06:00P	EN 30	CBS 600kly Evening News NEWSCHNNL 7-5	\$4,000.00 \$12,000.00	1	.	1	.	.	1	.	.	3	8.0 \$500.00	2 - Need 1 on h3h
24	M-W-F-- 06:30P-07:00P	PA 30	INSIDE EDITION	\$300.00 \$600.00	1	1	2	4.0 \$75.00	4
25	M----- 07:00P-08:00P	PT 30	2BR GRLS/MILLE	\$1,500.00 \$1,500.00	1	.	.	1	4.0 \$375.00	4
26	M----- 08:00P-09:00P	PT 30	SCORPION	\$1,000.00 \$1,000.00	1	.	.	1	3.0 \$333.33	4
27	M----- 09:00P-10:00P	PT 30	NCIS LA	\$1,000.00 \$1,000.00	1	.	.	1	10.0 \$100.00	4
28	--W----- 07:00P-08:00P	PT 60	SURVIVOR	\$2,000.00 \$2,000.00	1	1	9.0 \$222.22	4
29	--W----- 08:00P-09:00P	PT 60	CRIMINAL MINDS	\$4,000.00 \$4,000.00	1	1	8.5 \$470.59	3
30	--W----- 09:00P-10:00P	PT 30	STALKER	\$1,000.00 \$1,000.00	1	1	3.0 \$333.33	4
31	--R----- 07:00P-08:00P	PT 60	BIG BANG/MILLE	\$1,000.00 \$1,000.00	.	1	1	11.0 \$90.91	5 - Need 4 (2000)

Grid



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				Rate/ Total											
32	---R--- 08:00P-09:00P	PT 60	2.5 MEN/MCCART	\$4,000.00 \$4,000.00				1					1	7.0 \$571.43	4
33	---R--- 09:00P-10:00P	PT 30	ELEMENTARY	\$2,000.00 \$2,000.00				1					1	8.5 \$235.29	4
34	---F--- 07:00P-08:00P	PT 30	AMAZING RACE	\$1,000.00 \$1,000.00				1					1	6.5 \$153.85	4
35	---F--- 08:00P-09:00P	PT 30	HAWAII 5-0	\$1,000.00 \$1,000.00				1					1	9.0 \$111.11	4
36	---F--- 09:00P-10:00P	PT 30	BLUE BLOODS	\$2,000.00 \$2,000.00				1					1	9.5 \$210.53	3
37	---S--- 06:00A-08:00A	EM 30	CBS THS MRN:SA	\$150.00 \$150.00				1					1	1.6 \$93.75	4
38	---S--- 06:00A-08:00A Comment: ADD	EM 30	CBS THS MRN:SA	\$150.00 \$300.00				2					2	1.6 \$93.75	4
39	---S--- 10:30A-02:00P	DT 30	COLLEGE FB	\$800.00 \$1,600.00				2					2	0.5 \$1,600.00	4
40	---S--- 02:30P-06:00P	DT 30	COLLEGE FB	\$1,000.00 \$2,000.00				2					2	1.0 \$1,000.00	4
41	---S--- 07:00P-10:00P Comment: ND V NAVY	PT 30	FOOTBALL	\$2,000.00 \$4,000.00				2					2	2.5 \$800.00	4
42	---Su--- 07:00A-08:00A	EM 30	SUNRISE 7 SUN	\$150.00 \$150.00				1					1	3.0 \$50.00	4
43	---Su--- 08:00A-09:30A	EM 30	SUNDAY MRN-CBS	\$300.00 \$300.00				1					1	7.2 \$41.67	4

10/27/2014



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WAUSAU-RHINELANDER - TV

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				Rate/ Total		29	30	31	01	02	03	04	Spots		
44	-----Su 11:00A-12:00P	DT 60	NFL TODAY	\$2,000.00 \$2,000.00		1	.	.	1		8.0 \$250.00
45	-----Su 12:00P-03:25P	DT 30	NFL GAME	\$3,000.00 \$3,000.00		1	.	.	1		8.0 \$375.00
46	-----Su 03:00P-06:00P	DT 30	NFL GAME	\$3,000.00 \$3,000.00		1	.	.	1		8.0 \$375.00
47	-----Su 03:00P-06:00P	DT 60	NFL GAME	\$6,000.00 \$6,000.00		1	.	.	1		8.0 \$750.00
48	-----Su 06:00P-07:00P	PT 30	60 MINUTES	\$6,000.00 \$6,000.00		1	.	.	1		7.8 \$769.23
49	-----Su 07:00P-08:00P	PT 30	MADAM SECREARY	\$2,000.00 \$2,000.00		1	.	.	1		4.8 \$416.67
50	-----Su 08:00P-09:00P	PT 30	TEH GOOD WIFE	\$1,000.00 \$1,000.00		1	.	.	1		8.0 \$125.00
51	-----Su 09:00P-10:00P	PT 30	CSI	\$1,000.00 \$1,000.00		1	.	.	1		6.0 \$166.67

Monthly Totals

Month	Spots	GRP/GRS	Station Gross Dollars	Station Gross CPP/CPM
Nov	112	473.8	\$99,370.00	\$209.73

96.5 97.0 68.8 21.8
86.1 12.8 90.8

Grid

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Monthly Totals

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
112	473.8		\$99,370.00	\$209.73

By: _____

10/27/2014

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