



Client: Friends of Scott Walker
Brand: Friends of Scott Walker
Product: Friends of Scott Walker
Campaign: 2014 SWF 10/15 A

Station Order

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

Rev #: 0
Flight From: 10/15/2014 to 10/21/2014

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.: 2012
WS Order No.: 3019

Item#	Days/ Times	D/P Len	Program Title/ Comml Tag	Station Gross		Flight							DMA P 35+ (R)
				Rate/ Total	Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	Total Spots	
1	MTWRF-- 05:00A-06:00A	EM 30	SUNRISE 7	\$300.00 \$300.00	1	1	1.4
2	MTWRF-- 06:00A-07:00A	EM 30	SUNRISE 7	\$400.00 \$1,200.00	1	.	1	.	.	.	1	3	2.6
3	MTWRF-- 07:00A-09:00A	EM 30	CBS THS MING-2	\$350.00 \$1,750.00	1	1	1	.	.	1	1	5	3.7
4	MTWRF-- 08:00A-09:30A	DT 30	MILLIONAIRE	\$150.00 \$750.00	1	1	1	.	.	1	1	5	3.2
5	MTWRF-- 09:30A-10:00A	DT 30	MILLIONAIRE B	\$150.00 \$750.00	1	1	1	.	.	1	1	5	3.0
6	MTWRF-- 10:00A-11:00A	DT 30	PRICE-RT 1-CBS	\$500.00 \$2,500.00	1	1	1	.	.	1	1	5	4.5
7	MTWRF-- 11:00A-12:00P	DT 30	YOUNG&RESTLESS	\$500.00 \$2,500.00	1	1	1	.	.	1	1	5	4.3
8	MTWRF--	DT	NEWSCHNNL 7-NN	\$750.00	1	.	1	.	.	.	1	3	5.7

Grid

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Station Order
WAUSAU-RHINELANDER - TV

Station: WSAW

Advertiser: Friends of Scott Walker

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross		DMA							
				Rate/ Total	Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	Total Spots	P 35+ (R)
9	12:00P-12:30P MTWRF-- 12:30P-02:00P	30 DT 30	CBS SOAPS	\$2,250.00 \$300.00 \$1,500.00	1	1	1	1	1	1	1	5	\$131.58 2.0 \$150.00
10	02:00P-03:00P MTWRF--	30 DT	LETS-DEAL2-CBS	\$300.00 \$1,500.00	1	1	1	1	1	1	1	5	1.9 \$157.89
11	03:00P-04:00P MTWRF--	30 EF	MERIDETH	\$150.00 \$750.00	1	1	1	1	1	1	1	5	3.5 \$42.86
12	04:00P-05:00P MTWRF--	30 EF	ELLEN	\$400.00 \$2,000.00	1	1	1	1	1	1	1	5	3.6 \$111.11
13	05:00P-05:30P MTWRF--	30 EN	NEWSCHNNL 7-5	\$1,000.00 \$2,000.00	1	1	1	1	1	1	1	2	8.5 \$117.65
14	06:00P-06:30P MTWRF--	30 EN	NEWSCHNNL 7-6	\$1,500.00 \$4,500.00	1	1	1	1	1	1	1	3	8.6 \$174.42
15	10:00P-10:30P MTWRF--	30 LN	NEWSCHNNL 7-10	\$1,500.00 \$7,500.00	1	1	1	1	1	1	1	5	7.3 \$205.48
16	10:30P-11:30P MTWRF--	30 LF	D LETTRMAN-CBS	\$150.00 \$600.00	1	1	1	1	1	1	1	4	2.7 \$55.56
17	06:30P-07:00P -T-----	30 PA	LOCKER ROOM	\$800.00 \$800.00	1	1	1	1	1	1	1	1	4.7 \$170.21
18	07:00P-08:00P -T-----	30 PT	NCIS-CBS	\$2,000.00 \$2,000.00	1	1	1	1	1	1	1	1	8.8 \$227.27
19	08:00P-09:00P -T-----	30 PT	NCIS:LA-CBS	\$2,200.00 \$2,200.00	1	1	1	1	1	1	1	1	7.3 \$301.37
20	07:00P-08:00P --W----	30 PT	SURVIVOR	\$2,000.00 \$2,000.00	1	1	1	1	1	1	1	1	3.8 \$526.32

Grid



Station Order
WAUSAU-RHINELANDER - TV

Station: WSAW

Advertiser: Friends of Scott Walker

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross		DMA										
				Rate/ Total	Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	Total Spots	P 35+ (R)			
21	---W----- 08:00P-09:00P	PT 30	CRIMINAL MINDS	\$2,000.00 \$2,000.00	1	1	5.5 \$363.64		
22	---R----- 07:00P-08:00P Comment: 9/11-10/23	PT 30	NFL ON CBS	\$1,000.00 \$1,000.00	.	1	1	9.6 \$104.17		
23	----F-- 08:00P-09:00P	PT 30	HAWAII 5-0	\$2,000.00 \$2,000.00	.	.	1	1	4.8 \$416.67		
24	----F-- 09:00P-10:00P	PT 30	BLUE BLOODS	\$2,000.00 \$2,000.00	.	.	1	1	4.6 \$434.78		
25	-----S- 06:00A-08:00A	EM 30	CBS THIS MORNING:SA	\$300.00 \$300.00	.	.	.	1	1	1.6 \$187.50		
26	-----Su 07:00A-08:00A	EM 30	SUNRISE 7 SUN	\$300.00 \$300.00	1	.	.	.	1	3.0 \$100.00		
27	-----Su 08:00A-09:30A	EM 30	SUNDAY MORN-CBS	\$1,000.00 \$1,000.00	1	.	.	.	1	7.2 \$138.89		
28	-----Su 08:00P-09:00P	PT 30	TEH GOOD WIFE	\$2,000.00 \$2,000.00	1	.	.	.	1	3.6 \$555.56		
				\$49,950.00	16	12	16	1	3	13	17	78				

Monthly Totals				Station Gross Dollars	Station Gross CPP/CPM
Month	Spots	GRP/GRS			

65.9 55.1 66.0 1.6 13.8 56.8 70.2

Grid

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Station Order
WAUSAU-RHINELANDER - TV

Station: WSAW

Advertiser: Friends of Scott Walker
Monthly Totals

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Oct	78	329.4	\$49,950.00	\$151.64
	78	329.4	\$49,950.00	\$151.64

By: _____

10/13/2014

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2:55p