

WOC10405117 [00.00]

Order Printout



Order Status: New      Start/End Dates: 07/19/16 - 07/25/16      C/P/E: 492 / 917 / 6942  
Traffic #:      Agency: National Media Research Planning & Placement, LLC.      Product Desc.: WI SEN  
Buyer Order #: 5095527      Advertiser: 492 - Ron Johnson for Wisconsin      Estimate Desc.: TV July 19 - 25  
AE: Unassigned (Al Lancaster)      Buyer:      Total Cost: \$12,250.00 (Cash)  
Property: WSAW TV      Primary Demo: Adults 35-64 (RTG)      Received Date: 5/31/16 3:24 PM

Comments:

Separation: 30

List Items				Spots										Totals		Adults 35-64		
Line	Program	ST	Len	Time	Days TWTFSSM	Rate	Jul 19							Total Spots	Total Cost	RTG	GRP	CPP
1	Su 530p news (Program: Su 530p news)	NM	:30	5:30 PM-6:00 PM	----S-	300.00	1							1	300.00	10.50	10.50	28.57
2	NEWSCHNNL 7-5 (Program: NEWSCHNNL 7-5)	NM	:30	5:00 PM-5:30 PM	T-----	300.00	1							1	300.00	4.90	4.90	61.22
2	NEWSCHNNL 7-5 (Program: NEWSCHNNL 7-5)	NM	:30	5:00 PM-5:30 PM	-W-----	300.00	1							1	300.00	4.90	4.90	61.22
2	NEWSCHNNL 7-5 (Program: NEWSCHNNL 7-5)	NM	:30	5:00 PM-5:30 PM	--F--	300.00	1							1	300.00	4.90	4.90	61.22
3	INSIDE EDITION (Program: INSIDE EDITION)	NM	:30	6:30 PM-7:00 PM	-----M	300.00	1							1	300.00	4.00	4.00	75.00
3	INSIDE EDITION (Program: INSIDE EDITION)	NM	:30	6:30 PM-7:00 PM	T-----	300.00	1							1	300.00	4.00	4.00	75.00
3	INSIDE EDITION (Program: INSIDE EDITION)	NM	:30	6:30 PM-7:00 PM	-W-----	300.00	1							1	300.00	4.00	4.00	75.00
3	INSIDE EDITION (Program: INSIDE EDITION)	NM	:30	6:30 PM-7:00 PM	--F--	300.00	1							1	300.00	4.00	4.00	75.00
4	NEWSCHNNL 7-6 (Program: NEWSCHNNL 7-6)	NM	:30	6:00 PM-6:30 PM	-----M	500.00	1							1	500.00	6.60	6.60	75.76
4	NEWSCHNNL 7-6 (Program: NEWSCHNNL 7-6)	NM	:30	6:00 PM-6:30 PM	T-----	500.00	1							1	500.00	6.60	6.60	75.76
4	NEWSCHNNL 7-6 (Program: NEWSCHNNL 7-6)	NM	:30	6:00 PM-6:30 PM	-W-----	500.00	1							1	500.00	6.60	6.60	75.76



MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
July	31	\$12,250.00	151.30				