



Order Placement Worksheet

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Client: Wisconsin American Legion
Market: LaCrosse/Eau Claire

Station	# of Weeks	Time Period	Days	Show	Spots per week	Rtg.	Rate	CPP	Total Spots	Total Cost	GRP
NBC (WEAU)	3	w/o 5/1, 5/8, 5/15	M-F	5am News	2	1.7	\$100	\$58.82	6	\$600	10.2
NBC (WEAU)	3	w/o 5/1, 5/8, 5/15	M-F	5:30am News	2	2.7	\$150	\$55.56	6	\$900	16.2
NBC (WEAU)	3	w/o 5/1, 5/8, 5/15	M-F	6am News	2	3.6	\$250	\$69.44	6	\$1,500	21.6
NBC (WEAU)	3	w/o 5/1, 5/8, 5/15	Sat	Sunday 10p News	1	5.3	\$300	\$56.60	3	\$900	15.9
NBC (WEAU)	3	w/o 5/1, 5/8, 5/15	Sat	Sat 10pm News	1	2.5	\$300	\$120.00	3	\$900	7.5
NBC (WEAU)	3	w/o 5/1, 5/8, 5/15	Sun	Sun Meet the Press	1	1.1	\$100	\$90.91	3	\$300	3.3
NBC (WEAU)	1	5/5	M-F	Jeopardy	2	2.2	\$100	\$45.45	2	\$200	4.4
NBC (WEAU)	1	5/5	M-F	10pm News	1	4.0	\$400	\$100.00	1	\$400	4.0
NBC (WEAU)	2	w/o 5/8 & 5/15	M-F	Jeopardy	5	2.2	\$100	\$45.45	10	\$1,000	22.0
NBC (WEAU)	2	w/o 5/8 & 5/15	M-F	10pm News	3	4.0	\$400	\$100.00	6	\$2,400	24.0
Station	Gross Total	Net Total									
NBC	\$9,100	\$7,735.00									
Totals							\$70.49		46	\$9,100	129.1

All makegoods must be authorized by agency before airing.
Station agrees to 90% posting rate in relation to actual delivery of schedule.
Ten minute separation for spots airing on same day.

Signed By:  Station Representative