

ORDER



Orders

Order / Rev: 483340

Alt Order #: 20137196

Product Desc: SAFER WISCONSIN FUND

Estimate: 3321

Flight Dates: 10/28/26 - 11/03/26

Original Date / Rev: 05/13/26 / 05/13/26

Order Type: GENERAL

WDJT-TV CBS58

Primary AE: Nick Welte

Sales Office: HPHIL

Sales Region: NAT

Agency

Name: Medium Buying, LLC

Buying Contact: Kerrie Mettress

Billing Contact:

1100 Dennison Avenue

Columbus, OH 43201

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Issue/Safer Wisconsin Fund

Demographic: A35+

Product Codes: PL Issue

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: ISS

Priority: P-2

New Business End:

Advertiser External ID:

Agency External ID:

Unit Code: General

Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/26	11/03/26	22	\$9,327.50	\$7,928.38

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2026	22	\$9,327.50	\$7,928.38	0.00
Totals	22	\$9,327.50	\$7,928.38	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDJT-TV CBS58	10%	\$9,327.50
Market	100%	\$93,280.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	15%	\$13,992.00
WITI	15%	\$13,992.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	60%	\$55,968.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDJT	10/28/26	11/03/26	CBS This Morning M-F 7a-9a	CM	7a-9a	MTWTF--	:15	5	\$422.50	P-2	0.00	NM	5	\$2,112.50
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/28/26	11/03/26	MTWTF--			5			\$422.50		0.00			

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WDJT-TV CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WDJT	10/28/26	11/03/26	News at Noon 60 Noon News ONE HOUR 12p-1p	CM	12p-1p	MTWTF--	:15	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
				CBS 58 NEWS AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/28/26	11/03/26	MTWTF--		5			\$325.00			0.00			
N 3	WDJT	10/28/26	11/03/26	M-F 5pm News M-F 5pm News	CM	5p-530p	MTWTF--	:15	5	\$390.00	P-2	0.00	NM	5	\$1,950.00
				CBS 58 NEWS-5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/28/26	11/03/26	MTWTF--		5			\$390.00			0.00			
N 4	WDJT	10/28/26	11/03/26	M-F Late News M-F Late News	CM	10p-1035p	MTWTF--	:15	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
				CBS 58 NEWS-10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/28/26	11/03/26	MTWTF--		5			\$650.00			0.00			
N 5	WDJT	10/31/26	10/31/26	Weekend AM Local News CBS 58 AM News - Weekend	CM	6am-7am	-----S-	:15	1	\$195.00	P-2	0.00	NM	1	\$195.00
				CBS 58 MORNING NEWS AT 6AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/28/26	11/03/26	-----S-		1			\$195.00			0.00			
N 6	WDJT	11/01/26	11/01/26	Weekend AM Local News CBS 58 AM News - Weekend	CM	6am-7am	-----S	:15	1	\$195.00	P-2	0.00	NM	1	\$195.00
				CBS 58 MORNING NEWS AT 6AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/28/26	11/03/26	-----S		1			\$195.00			0.00			
													Totals	22	\$9,327.50