

WKOW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/21/26 09/27/26 ---11-- 2 \$840.00 0.00																	
N 5	WKOW	09/26/26	09/26/26	6a Wake Up WI WeekerCM 6a Wake Up WI Weekend		6:00 AM-7:00 AM (6:00 AM-7:00 AM)	-----S-	:30	1	\$240.00	P-1	0.00	NM	1	\$240.00		
COMMENTS APPLY TO SUB LINES A THRU A NEWS																	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/21/26 09/27/26 -----S- 1 \$240.00 0.00																	
N 6	WKOW	09/26/26	09/26/26	GMA Saturday 7-8a GMA Saturday 7-8a	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----S-	:30	1	\$560.00	P-1	0.00	NM	1	\$560.00		
COMMENTS APPLY TO SUB LINES A THRU A GMA SAT																	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/21/26 09/27/26 -----S- 1 \$560.00 0.00																	
N 7	WKOW	09/27/26	09/27/26	6a Wake Up WI WeekerCM 6a Wake Up WI Weekend		6:00 AM-7:00 AM (6:00 AM-7:00 AM)	-----S	:30	1	\$240.00	P-1	0.00	NM	1	\$240.00		
COMMENTS APPLY TO SUB LINES A THRU A NEWS																	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/21/26 09/27/26 -----S 1 \$240.00 0.00																	
N 8	WKOW	09/27/26	09/27/26	GMA Sunday GMA Sunday	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----S	:30	1	\$520.00	P-1	0.00	NM	1	\$520.00		
COMMENTS APPLY TO SUB LINES A THRU A GMA SUN																	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/21/26 09/27/26 -----S 1 \$520.00 0.00																	
N 9	WKOW	09/28/26	10/09/26	M-F 430A Wake Up WI CM M-F 430A Wake Up WI		4:30 AM-5:00 AM (4:30 AM-5:00 AM)	11111--	:30	5	\$160.00	P-1	0.00	NM	10	\$1,600.00		
COMMENTS APPLY TO SUB LINES A THRU A NEWS																	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/28/26 10/04/26 11111-- 5 \$160.00 0.00 Week: 10/05/26 10/11/26 11111-- 5 \$160.00 0.00																	
N 10	WKOW	09/28/26	10/09/26	M-F 5a Wake Up WI CM M-F 5a Wake Up WI		5:00 AM-6:00 AM (5:00 AM-6:00 AM)	11111--	:30	5	\$320.00	P-1	0.00	NM	10	\$3,200.00		
COMMENTS APPLY TO SUB LINES A THRU A NEWS																	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/28/26 10/04/26 11111-- 5 \$320.00 0.00 Week: 10/05/26 10/11/26 11111-- 5 \$320.00 0.00																	
N 11	WKOW	09/28/26	10/09/26	M-F 5a Wake Up WI CM M-F 5a Wake Up WI		5:30 AM-6:00 AM (5:30 AM-6:00 AM)	11111--	:30	5	\$560.00	P-1	0.00	NM	10	\$5,600.00		
COMMENTS APPLY TO SUB LINES A THRU A NEWS																	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/28/26 10/04/26 11111-- 5 \$560.00 0.00 Week: 10/05/26 10/11/26 11111-- 5 \$560.00 0.00																	
N 12	WKOW	09/28/26	10/09/26	M-F 6a Wake Up WI CM M-F 6a Wake Up WI		6:00 AM-7:00 AM (6:00 AM-7:00 AM)	MTWTF--	:30	3	\$880.00	P-1	0.00	NM	6	\$5,280.00		
COMMENTS APPLY TO SUB LINES A THRU A NEWS																	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/28/26 10/04/26 MTWTF-- 3 \$880.00 0.00 Week: 10/05/26 10/11/26 MTWTF-- 3 \$880.00 0.00																	
N 13	WKOW	10/03/26	10/03/26	6a Wake Up WI WeekerCM 6a Wake Up WI Weekend		6:00 AM-7:00 AM (6:00 AM-7:00 AM)	-----S-	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00		
COMMENTS APPLY TO SUB LINES A THRU A NEWS																	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/28/26 10/04/26 -----S- 1 \$275.00 0.00																	
N 14	WKOW	10/03/26	10/03/26	GMA Saturday 7-8a GMA Saturday 7-8a	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----S-	:30	1	\$640.00	P-1	0.00	NM	1	\$640.00		
COMMENTS APPLY TO SUB LINES A THRU A																	

Order / Rev: 217943
 Alt Order #: 28727924
 Flight Dates: 09/24/26 - 10/11/26

Advertiser: Volunteers for Agriculture
 Product Desc: Issue
 Estimate:

WKOW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GMA SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/28/26	10/04/26	-----S-			1				\$640.00		0.00			
N 15	WKOW	10/04/26	10/04/26	6a Wake Up WI Weeker	CM	6:00 AM-7:00 AM	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
				6a Wake Up WI Weekend		(6:00 AM-7:00 AM)									
COMMENTS APPLY TO SUB LINES A THRU A															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/28/26	10/04/26	-----S			1				\$300.00		0.00			
N 16	WKOW	10/04/26	10/04/26	GMA Sunday	CM	7:00 AM-8:00 AM	-----S	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
				GMA Sunday		(7:00 AM-8:00 AM)									
COMMENTS APPLY TO SUB LINES A THRU A															
GMA SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/28/26	10/04/26	-----S			1				\$650.00		0.00			
													Totals	52	\$22,865.00