

ORDER



Orders
Order / Rev: 486543
Alt Order #: 20163484
Ext. Opp. ID:
Product Desc: WISCONSIN REPUBLICAN ASSEMBLY
Estimate: 3588
Flight Dates: 08/26/26 - 09/01/26
Original Date / Rev: 08/25/26 / 08/25/26
Order Type: GENERAL

WDJT-TV CBS58
Primary AE: Nick Welte
Sales Office: HPHIL
Sales Region: NAT

Agency
Name: Medium Buying, LLC
Buying Contact: Tanya Renicker
Billing Contact:
1100 Dennison Avenue
Columbus, OH 43201

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poli/B Donovan WI RACC/R/ASM/WI
Demographic: A35+
Product Codes: PL ST Assembly
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: CAND
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
07/27/26	08/30/26	17	\$8,950.00	\$7,607.50
08/31/26	09/01/26	10	\$6,700.00	\$5,695.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
August 2026	17	\$8,950.00	\$7,607.50	0.00
September 2026	10	\$6,700.00	\$5,695.00	0.00
Totals	27	\$15,650.00	\$13,302.50	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	19%	\$15,650.00
Market	100%	\$82,368.42

Competitive Share		
	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	23%	\$18,944.74
WITI	32%	\$26,357.89
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	26%	\$21,415.79
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	08/26/26	09/01/26	CBS This Morning M-F 7a-9a	CM	7a-9a	MTWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
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:		08/26/26	09/01/26	MTWTF--			4			\$150.00		0.00			

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 Product Desc: WISCONSIN REPUBLICAN ASSEMBLY
 Estimate: 3588
WDJT-TV CBS58

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: 08/26/26	09/01/26	MTWTF--					4	\$150.00		0.00			
N 2	WDJT	08/26/26	09/01/26	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
THE PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/26/26	09/01/26	MTWTF--					5	\$700.00		0.00			
N 3	WDJT	08/26/26	09/01/26	M-F 5pm News M-F 5pm News	CM	5p-530p	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
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: 08/26/26	09/01/26	MTWTF--					3	\$400.00		0.00			
N 4	WDJT	08/26/26	09/01/26	Jeopardy 6p-630p Jeopardy / M-F	CM	6p-630p	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/26/26	09/01/26	MTWTF--					3	\$1,200.00		0.00			
N 5	WDJT	08/26/26	09/01/26	Wheel of Fortune 630p-7p Wheel of Fortune / M-F	CM	630pm-7pm	MTWTF--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/26/26	09/01/26	MTWTF--					3	\$1,400.00		0.00			
N 6	WDJT	08/26/26	09/01/26	M-F Late News M-F Late News	CM	10p-1035p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
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: 08/26/26	09/01/26	MTWTF--					5	\$300.00		0.00			
N 7	WDJT	08/29/26	08/29/26	CBS This Morning - SAT CBS This Morning-SAT	CM	7am-9am	-----S-	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
CBS THIS MORNING (SAT)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/26/26	09/01/26	-----S-					1	\$150.00		0.00			
N 8	WDJT	08/29/26	08/29/26	Sat 5pm News Sat 5pm News	CM	5p-530p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
CBS 58 NEWS-5P (SAT)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/26/26	09/01/26	-----S-					1	\$250.00		0.00			
N 9	WDJT	08/30/26	08/30/26	CBS58 Sun Morning 7a-8a CBS58 Sun Morning 7a-8a	CM	7a-8a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
CBS 58 SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/26/26	09/01/26	-----S					1	\$250.00		0.00			
N 10	WDJT	08/30/26	08/30/26	Sun 530pm News Sun 530pm News	CM	530p-6p	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
CBS 58 NEWS-530P (SUN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/26/26	09/01/26	-----S					1	\$400.00		0.00			
Totals													27	\$15,650.00	