

ORDER



Orders

Order / Rev:

485572

Alt Order #:

20155379

Product Desc:

Sara Rodriguez for Wisconsin/ NonProfit

Estimate:

714720

Flight Dates:

07/14/26 - 07/20/26

Original Date / Rev:

07/15/26 / 07/15/26

Order Type:

GENERAL

WDJT-TV CBS58

Primary AE:

Nick Welte

Sales Office:

HPHIL

Sales Region:

NAT

Agency

Name:

Old Towne Media

Buying Contact:

Billing Contact:

A/P Targeted Platform

P. O. Box 31150

Alexandria, VA 22310

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Poli/S Rodriguez/D/GOV/WI

Demographic:

A35+

Product Codes:

PL Governor

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:

00:15:00

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
06/29/26	07/20/26	10	\$9,800.00	\$8,330.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
July 2026	10	\$9,800.00	\$8,330.00	0.00
Totals	10	\$9,800.00	\$8,330.00	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	25%	\$9,800.00
Market	100%	\$39,200.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	25%	\$9,800.00
WITI	25%	\$9,800.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	25%	\$9,800.00
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	07/14/26	07/20/26	Price Is Right 10a-11a	CM	10a - 11a	M--TF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
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:		07/14/26	07/20/26	M--TF--			2			\$700.00		0.00			

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 Flight Dates: 07/14/26 - 07/20/26

Advertiser: Poli/S Rodriguez/D/GOV/WI
 Product Desc: Sara Rodriguez for Wisconsin/ NonProfit
 Estimate: 714720

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	07/14/26	07/20/26	Jeopardy 6p-630p Jeopardy / M-F	CM	6p-630p	M--TF--	: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: 07/14/26		07/14/26	07/20/26	M--TF--	3		\$1,200.00		0.00						
N 3	WDJT	07/14/26	07/20/26	Wheel of Fortune 630p-7p Wheel of Fortune / M-F	CM	630pm-7pm	M--TF--	: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: 07/14/26		07/14/26	07/20/26	M--TF--	3		\$1,400.00		0.00						
N 4	WDJT	07/14/26	07/20/26	M-F Late News M-F Late News	CM	10p-1035p	M--TF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
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: 07/14/26		07/14/26	07/20/26	M--TF--	2		\$300.00		0.00						
													Totals	10	\$9,800.00