

ORDER



Orders

Order / Rev:

485654

Alt Order #:

20156022

Product Desc:

Mandela for Wisconsin

Estimate:

262

Flight Dates:

07/21/26 - 07/27/26

Original Date / Rev:

07/20/26 / 07/20/26

Order Type:

GENERAL

WDJT-TV CBS58

Primary AE:

Nick Welte

Sales Office:

HPHIL

Sales Region:

NAT

Agency

Name:

Thematic Campaigns

Buying Contact:

Ann Bremer

Billing Contact:

405 West Superior Street

Chicago, IL 60654

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Poli/M Barnes/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:

00:30:00

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
06/29/26	07/26/26	26	\$8,660.00	\$7,361.00
07/27/26	07/27/26	7	\$2,540.00	\$2,159.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
July 2026	26	\$8,660.00	\$7,361.00	30.30
August 2026	7	\$2,540.00	\$2,159.00	9.00
Totals	33	\$11,200.00	\$9,520.00	39.30

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%	\$11,200.00
Market	100%	\$58,947.37

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	3%	\$1,768.42
WISN	25%	\$14,736.84
WITI	17%	\$10,021.05
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	23%	\$13,557.89
WVTV	13%	\$7,663.16
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	07/21/26	07/21/26	CBS This Morning M-F 7a-9a	CM	7a-9a	-T-----	:30	2	\$150.00	P-2	0.70	NM	2	\$300.00
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: 07/21/26		07/21/26	07/27/26	-T-----					2	\$150.00		0.70			

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Advertiser: Poli/M Barnes/D/GOV/WI
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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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 07/21/26		07/21/26	07/27/26	-T-----		2			\$150.00			0.70			
N 2	WDJT	07/22/26	07/22/26	CBS This Morning M-F 7a-9a CBS This Morning M-F 7a-9a	CM	7a-9a	--W----	:30	2	\$150.00	P-2	0.70	NM	2	\$300.00
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: 07/21/26		07/21/26	07/27/26	--W----		2			\$150.00			0.70			
N 3	WDJT	07/23/26	07/23/26	CBS This Morning M-F 7a-9a CBS This Morning M-F 7a-9a	CM	7a-9a	---T---	:30	2	\$150.00	P-2	0.70	NM	2	\$300.00
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: 07/21/26		07/21/26	07/27/26	---T---		2			\$150.00			0.70			
N 4	WDJT	07/24/26	07/24/26	CBS This Morning M-F 7a-9a CBS This Morning M-F 7a-9a	CM	7a-9a	----F--	:30	2	\$150.00	P-2	0.70	NM	2	\$300.00
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: 07/21/26		07/21/26	07/27/26	----F--		2			\$150.00			0.70			
N 5	WDJT	07/27/26	07/27/26	CBS This Morning M-F 7a-9a CBS This Morning M-F 7a-9a	CM	7a-9a	M-----	:30	2	\$150.00	P-2	0.70	NM	2	\$300.00
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: 07/21/26		07/21/26	07/27/26	M-----		2			\$150.00			0.70			
N 6	WDJT	07/26/26	07/26/26	CBS Sunday Morn 758a-9a CBS Sunday Morning	CM	8a-930a	-----S	:30	1	\$1,000.00	P-2	1.90	NM	1	\$1,000.00
CBS SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 07/21/26		07/21/26	07/27/26	-----S		1			\$1,000.00			1.90			
N 7	WDJT	07/22/26	07/22/26	M-F 5pm News M-F 5pm News	CM	5p-530p	--W----	:30	1	\$400.00	P-2	1.10	NM	1	\$400.00
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: 07/21/26		07/21/26	07/27/26	--W----		1			\$400.00			1.10			
N 8	WDJT	07/23/26	07/23/26	M-F 5pm News M-F 5pm News	CM	5p-530p	---T---	:30	1	\$400.00	P-2	1.10	NM	1	\$400.00
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: 07/21/26		07/21/26	07/27/26	---T---		1			\$400.00			1.10			
N 9	WDJT	07/24/26	07/24/26	M-F 5pm News M-F 5pm News	CM	5p-530p	----F--	:30	1	\$400.00	P-2	1.10	NM	1	\$400.00
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: 07/21/26		07/21/26	07/27/26	----F--		1			\$400.00			1.10			
N 10	WDJT	07/27/26	07/27/26	M-F 5pm News M-F 5pm News	CM	5p-530p	M-----	:30	1	\$400.00	P-2	1.10	NM	1	\$400.00
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: 07/21/26		07/21/26	07/27/26	M-----		1			\$400.00			1.10			
N 11	WDJT	07/21/26	07/21/26	Jeopardy 6p-630p Jeopardy / M-F	CM	6p-630p	-T-----	:30	1	\$1,200.00	P-2	3.50	NM	1	\$1,200.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 07/21/26		07/21/26	07/27/26	-T-----		1			\$1,200.00			3.50			
N 12	WDJT	07/23/26	07/23/26	Jeopardy 6p-630p Jeopardy / M-F	CM	6p-630p	---T---	:30	1	\$1,200.00	P-2	3.50	NM	1	\$1,200.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 07/21/26		07/21/26	07/27/26	---T---		1			\$1,200.00			3.50			
N 13	WDJT	07/22/26	07/22/26	Wheel of Fortune 630p-7pm Wheel of Fortune / M-F	CM	630pm-7pm	--W----	:30	1	\$1,400.00	P-2	3.90	NM	1	\$1,400.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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Advertiser: Poli/M Barnes/D/GOV/WI
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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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 07/21/26		07/21/26	07/27/26	--W----		1			\$1,400.00	3.90					
N14	WDJT	07/27/26	07/27/26	Wheel of Fortune 630p-7p Wheel of Fortune / M-F	CM	630pm-7pm	M-----	:30	1	\$1,400.00	P-2	3.90	NM	1	\$1,400.00
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: 07/21/26		07/21/26	07/27/26	M-----		1			\$1,400.00	3.90					
N15	WDJT	07/21/26	07/21/26	M-F Late News M-F Late News	CM	10p-1035p	-T-----	:30	1	\$300.00	P-2	1.80	NM	1	\$300.00
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: 07/21/26		07/21/26	07/27/26	-T-----		1			\$300.00	1.80					
N16	WDJT	07/22/26	07/22/26	M-F Late News M-F Late News	CM	10p-1035p	--W----	:30	1	\$300.00	P-2	1.80	NM	1	\$300.00
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: 07/21/26		07/21/26	07/27/26	--W----		1			\$300.00	1.80					
N17	WDJT	07/23/26	07/23/26	M-F Late News M-F Late News	CM	10p-1035p	---T---	:30	1	\$300.00	P-2	1.80	NM	1	\$300.00
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: 07/21/26		07/21/26	07/27/26	---T---		1			\$300.00	1.80					
N18	WDJT	07/27/26	07/27/26	M-F Late News M-F Late News	CM	10p-1035p	M-----	:30	1	\$300.00	P-2	1.80	NM	1	\$300.00
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: 07/21/26		07/21/26	07/27/26	M-----		1			\$300.00	1.80					
N19	WDJT	07/21/26	07/21/26	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	-T-----	:30	1	\$50.00	P-2	0.30	NM	1	\$50.00
CBS 58 MORN NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 07/21/26		07/21/26	07/27/26	-T-----		1			\$50.00	0.30					
N20	WDJT	07/22/26	07/22/26	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	--W----	:30	1	\$50.00	P-2	0.30	NM	1	\$50.00
CBS 58 MORN NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 07/21/26		07/21/26	07/27/26	--W----		1			\$50.00	0.30					
N21	WDJT	07/23/26	07/23/26	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	---T---	:30	1	\$50.00	P-2	0.30	NM	1	\$50.00
CBS 58 MORN NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 07/21/26		07/21/26	07/27/26	---T---		1			\$50.00	0.30					
N22	WDJT	07/24/26	07/24/26	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	----F--	:30	1	\$50.00	P-2	0.30	NM	1	\$50.00
CBS 58 MORN NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 07/21/26		07/21/26	07/27/26	----F--		1			\$50.00	0.30					
N23	WDJT	07/27/26	07/27/26	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a	M-----	:30	1	\$50.00	P-2	0.30	NM	1	\$50.00
CBS 58 MORN NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 07/21/26		07/21/26	07/27/26	M-----		1			\$50.00	0.30					
N24	WDJT	07/21/26	07/21/26	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	-T-----	:30	1	\$90.00	P-2	0.50	NM	1	\$90.00
CBS 58 MORN NEWS-6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week: 07/21/26		07/21/26	07/27/26	-T-----		1			\$90.00	0.50					
N25	WDJT	07/22/26	07/22/26	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	--W----	:30	1	\$90.00	P-2	0.50	NM	1	\$90.00
CBS 58 MORN NEWS-6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/26	07/27/26	--W----		1				\$90.00		0.50			
N 26	WDJT	07/23/26	07/23/26	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	---T---	:30	1	\$90.00	P-2	0.50	NM	1	\$90.00
		CBS 58 MORN NEWS-6A													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/26	07/27/26	---T---		1				\$90.00		0.50			
N 27	WDJT	07/24/26	07/24/26	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	----F--	:30	1	\$90.00	P-2	0.50	NM	1	\$90.00
		CBS 58 MORN NEWS-6A													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/26	07/27/26	----F--		1				\$90.00		0.50			
N 28	WDJT	07/27/26	07/27/26	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	M-----	:30	1	\$90.00	P-2	0.50	NM	1	\$90.00
		CBS 58 MORN NEWS-6A													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/21/26	07/27/26	M-----		1				\$90.00		0.50			
													Totals	33	\$11,200.00