

ORDER



Orders
Order / Rev: 3887173
Alt Order #: WOC15053531
Product Desc: BAF
Estimate: 41
Flight Dates: 02/20/25 - 03/05/25
Original Date / Rev: 02/17/25 / 02/17/25
Order Type: NORMAL

WEAU
Primary AE: Jami Clish
Sales Office: EAUN
Sales Region: National

Agency
Name: M2 Placement
Buying Contact:
Billing Contact:
 10065 E Harvard Ave
 Denver, CO 80231

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

Advertiser
Name: Building America's Future
Demographic: A35+
Product Codes: Issue - National - Other, Industrial
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS
Priority: P- 1

New Business End:
Advertiser External ID: 540357
Agency External ID: 204816
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/27/25	02/23/25	18	\$27,700.00	\$23,545.00
02/24/25	03/05/25	53	\$75,800.00	\$64,430.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2025	18	\$27,700.00	\$23,545.00	148.90
March 2025	53	\$75,800.00	\$64,430.00	410.90
Totals	71	\$103,500.00	\$87,975.00	559.80

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jami Clish			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																		
N 1	WEAU	02/20/25	03/05/25	WEAU 13 News @ Noon WEAU 13 News @ Noon	CM	12:00 PM-12:30 PM	11111--	:30	5	\$1,000.00	P- 1	6.70	NM	10	\$10,000.00																		
(Program: WEAU13 NWS-NN) CS 1Q EST (sell) - LA CROSSE-EAU CLAIRE - ESTIMATE IS BASED ON PAV of WEAU 13 News at Noon on WEAU airing 64 times on 1/2/2024, 1/3/2024, 1/4/2024, 1/5/2024, 1/8/2024, 1/9/2024, 1/10/2024, 1/11/2024, 1/12/2024, 1/15/2024, 1/16/2024, 1/17/2024, 1/18/2024, <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 02/20/25</td> <td>02/26/25</td> <td>11111--</td> <td>5</td> <td>\$1,000.00</td> <td>6.70</td> </tr> <tr> <td>Week: 02/27/25</td> <td>03/05/25</td> <td>11111--</td> <td>5</td> <td>\$1,000.00</td> <td>6.70</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 02/20/25	02/26/25	11111--	5	\$1,000.00	6.70	Week: 02/27/25	03/05/25	11111--	5	\$1,000.00	6.70
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																												
Week: 02/20/25	02/26/25	11111--	5	\$1,000.00	6.70																												
Week: 02/27/25	03/05/25	11111--	5	\$1,000.00	6.70																												
N 2	WEAU	02/20/25	03/05/25	WEAU 13 News @ 4p WEAU 13 News @ 4p	CM	4:00 PM-4:30 PM	MTWTF--	:30	5	\$500.00	P- 1	7.40	NM	9	\$4,500.00																		
(Program: WEAU NEWS AT FOUR) CS 1Q EST (sell) - LA CROSSE-EAU CLAIRE - ESTIMATE IS BASED ON PAV of WEAU 13 News at Four on WEAU airing 64 times on 1/2/2024, 1/3/2024, 1/4/2024, 1/5/2024, 1/8/2024, 1/9/2024, 1/10/2024, 1/11/2024, 1/12/2024, 1/15/2024, 1/16/2024, 1/17/2024, 1/18/2024, <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 02/20/25</td> <td>02/26/25</td> <td>MTWTF--</td> <td>5</td> <td>\$500.00</td> <td>7.40</td> </tr> <tr> <td>Week: 02/27/25</td> <td>03/05/25</td> <td>MTWTF--</td> <td>4</td> <td>\$500.00</td> <td>7.40</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 02/20/25	02/26/25	MTWTF--	5	\$500.00	7.40	Week: 02/27/25	03/05/25	MTWTF--	4	\$500.00	7.40
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																												
Week: 02/20/25	02/26/25	MTWTF--	5	\$500.00	7.40																												
Week: 02/27/25	03/05/25	MTWTF--	4	\$500.00	7.40																												
N 3	WEAU	02/20/25	03/05/25	NBC Early Today Early Today	CM	4:00 AM-4:30 AM	MTWTF--	:30	5	\$100.00	P- 1	0.80	NM	10	\$1,000.00																		
(Program: EARLY TODAY) CS 1Q EST (sell) - LA CROSSE-EAU CLAIRE - ESTIMATE IS BASED ON PAV of Early Today on WEAU airing 64 times on 1/2/2024, 1/3/2024, 1/4/2024, 1/5/2024, 1/8/2024, 1/9/2024, 1/10/2024, 1/11/2024, 1/12/2024, 1/15/2024, 1/16/2024, 1/17/2024,																																	

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 Product Desc: BAF
 Estimate: 41
WEAU

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1/18/2024, 1/19/2024															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/20/25	02/26/25	MTWTF--					5	\$100.00		0.80			
Week:		02/27/25	03/05/25	MTWTF--					5	\$100.00		0.80			
N 4	WEAU	02/20/25	03/05/25	WEAU 13 News @ 10p M	CM	10:00 PM-10:35 PM	MTWTF--	:30	5	\$2,000.00	P-1	7.40	NM	10	\$20,000.00
				WEAU 13 News @ 10p M-F	(10:00 PM-10:35 PM)										
(Program: WEAU 13 NEWS@TEN M-F)															
CS 1Q EST (sell) - LA CROSSE-EAU CLAIRE - ESTIMATE IS BASED ON PAV of WEAU 13 News at Ten on WEAU airing 63 times on 1/1/2024, 1/2/2024, 1/3/2024, 1/4/2024, 1/5/2024, 1/8/2024, 1/9/2024, 1/10/2024, 1/11/2024, 1/12/2024, 1/15/2024, 1/16/2024, 1/17/2024, 1/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/20/25	02/26/25	MTWTF--					5	\$2,000.00		7.40			
Week:		02/27/25	03/05/25	MTWTF--					5	\$2,000.00		7.40			
N 5	WEAU	02/20/25	03/05/25	WEAU 13 News @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	5	\$3,000.00	P-1	11.80	NM	10	\$30,000.00
				WEAU 13 News @ 6p	(6:00 PM-6:30 PM)										
(Program: WEAU13 NWS-6PM)															
CS 1Q EST (sell) - LA CROSSE-EAU CLAIRE - ESTIMATE IS BASED ON PAV of WEAU 13 News at Six on WEAU airing 65 times on 1/1/2024, 1/2/2024, 1/3/2024, 1/4/2024, 1/5/2024, 1/8/2024, 1/9/2024, 1/10/2024, 1/11/2024, 1/12/2024, 1/15/2024, 1/16/2024, 1/17/2024, 1/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/20/25	02/26/25	MTWTF--					5	\$3,000.00		11.80			
Week:		02/27/25	03/05/25	MTWTF--					5	\$3,000.00		11.80			
N 6	WEAU	02/20/25	03/05/25	WEAU 13 News @ 5p	CM	5:00 PM-5:30 PM	MTWTF--	:30	5	\$1,500.00	P-1	10.80	NM	10	\$15,000.00
				WEAU 13 News @ 5p	(5:00 PM-5:30 PM)										
(Program: WEAU13 NWS-5PM)															
CS 1Q EST (sell) - LA CROSSE-EAU CLAIRE - ESTIMATE IS BASED ON PAV of WEAU 13 News at Five on WEAU airing 65 times on 1/1/2024, 1/2/2024, 1/3/2024, 1/4/2024, 1/5/2024, 1/8/2024, 1/9/2024, 1/10/2024, 1/11/2024, 1/12/2024, 1/15/2024, 1/16/2024, 1/17/2024, 1/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/20/25	02/26/25	MTWTF--					5	\$1,500.00		10.80			
Week:		02/27/25	03/05/25	MTWTF--					5	\$1,500.00		10.80			
N 7	WEAU	02/20/25	03/02/25	Late Run 13 News @ 10p	CM	10:35 PM-11:05 PM	PI-----S	:30	1	\$3,000.00	P-1	10.70	NM	2	\$6,000.00
				Late Run 13 News @ 10p	(10:35 PM-11:05 PM)										
(Program: WEAU 13 NEWS@TEN- SUN LATE RUN)															
CS 1Q EST (sell) - LA CROSSE-EAU CLAIRE - ESTIMATE IS BASED ON PAV of WEAU 13 News at Ten on WEAU airing 1 time on 1/7/2024															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/20/25	02/26/25	-----S					1	\$3,000.00		10.70			
Week:		02/27/25	03/05/25	-----S					1	\$3,000.00		10.70			
N 8	WEAU	02/20/25	03/01/25	Weekend Rotator Sa	CM	5:00 PM-5:30 PM	-----S-	:30	1	\$500.00	P-1	6.50	NM	2	\$1,000.00
				Weekend Rotator Sa	(5:00 PM-5:30 PM)										
(Program: JEOPARDY-SAT)															
CS 1Q EST (sell) - LA CROSSE-EAU CLAIRE - ESTIMATE IS BASED ON PAV of Jeopardy! on WEAU airing 11 times on 1/6/2024, 1/20/2024, 1/27/2024, 2/3/2024, 2/10/2024, 2/17/2024, 2/24/2024, 3/2/2024, 3/9/2024, 3/23/2024 and 3/30/2024															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/20/25	02/26/25	-----S-					1	\$500.00		6.50			
Week:		02/27/25	03/05/25	-----S-					1	\$500.00		6.50			
N 9	WEAU	02/20/25	03/01/25	WEAU 13 News @ 10p S	CM	10:00 PM-10:30 PM	PI-----S-	:30	1	\$2,000.00	P-1	8.20	NM	2	\$4,000.00
				WEAU 13 News @ 10p Sat	(10:00 PM-10:30 PM)										
(Program: WEAU 13 NEWS@TEN-SAT)															
CS 1Q EST (sell) - LA CROSSE-EAU CLAIRE - ESTIMATE IS BASED ON PAV of WEAU 13 News at Ten on WEAU airing 13 times on 1/6/2024, 1/13/2024, 1/20/2024, 1/27/2024, 2/3/2024, 2/10/2024, 2/17/2024, 2/24/2024, 3/2/2024, 3/9/2024, 3/16/2024, 3/23/2024 and 3/30/20															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/20/25	02/26/25	-----S-					1	\$2,000.00		8.20			
Week:		02/27/25	03/05/25	-----S-					1	\$2,000.00		8.20			
N 10	WEAU	02/20/25	03/01/25	WEAU 13 News @ 6p S	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$2,000.00	P-1	11.90	NM	2	\$4,000.00
				WEAU 13 News @ 6p Sat	(6:00 PM-6:30 PM)										
(Program: WEAU13 NWS-6PM)															
CS 1Q EST (sell) - LA CROSSE-EAU CLAIRE - ESTIMATE IS BASED ON PAV of WEAU 13 News at Six on WEAU airing 24 times on 12/31/2022, 1/7/2023, 1/14/2023, 1/28/2023, 2/4/2023, 2/11/2023, 2/18/2023, 2/25/2023, 3/4/2023, 3/11/2023, 3/18/2023, 3/25/2023, 1/6/2024															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		02/20/25	02/26/25	-----S-					1	\$2,000.00		11.90			
Week:		02/27/25	03/05/25	-----S-					1	\$2,000.00		11.90			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 11	WEAU	02/20/25	03/02/25	WEAU 13 News @ 10p Sun WEAU 13 News @ 10p Sun	CM	10:00 PM-10:35 PM	-----S	:30	1	\$2,000.00	P-1	8.70	NM	2	\$4,000.00
(Program: WEAU 13 NEWS@TEN-SUN) CS 1Q EST (sell) - LA CROSSE-EAU CLAIRE - ESTIMATE IS BASED ON PAV of WEAU 13 News at Ten on WEAU airing 11 times on 1/14/2024, 1/21/2024, 1/28/2024, 2/4/2024, 2/11/2024, 2/18/2024, 2/25/2024, 3/3/2024, 3/10/2024, 3/17/2024 and 3/24/2024															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		02/20/25	02/26/25	-----S			1			\$2,000.00		8.70			
Week:		02/27/25	03/05/25	-----S			1			\$2,000.00		8.70			
N 12	WEAU	02/20/25	03/01/25	Wheel of Fortune Sa Wheel of Fortune Sa	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	-----S-	:30	1	\$2,000.00	P-1	13.10	NM	2	\$4,000.00
(Program: WHEEL OF FORTUNE SAT) CS 1Q EST (sell) - LA CROSSE-EAU CLAIRE - ESTIMATE IS BASED ON PAV of Wheel of Fortune on WEAU airing 12 times on 1/6/2024, 1/20/2024, 1/27/2024, 2/3/2024, 2/10/2024, 2/17/2024, 2/24/2024, 3/2/2024, 3/9/2024, 3/16/2024, 3/23/2024 and 3/30/2024															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		02/20/25	02/26/25	-----S-			1			\$2,000.00		13.10			
Week:		02/27/25	03/05/25	-----S-			1			\$2,000.00		13.10			
													Totals	71	\$103,500.00