

# WOC15053529 [00.00]

## Order Printout



Order Status: Opened-New	Start/End Dates: 02/20/25 - 03/05/25	C/P/E: 6 / 28 / 41
Traffic Order #:	Agency: M2 Placements, LLC	Product Desc.: BAF
Buyer Order #: 14024836	Advertiser: Building Americas Future	Estimate Desc.: BAF 2/20-3/5 WI SC BCAST
AE: Unassigned (Betsy Keefe)	Buyer: Bria Carrier	Total Cost: \$72,000.00 (Cash)
Property: WSAW TV	Primary Demo: [N] Adults 35+ (RTG)	Received Date: 2/15/25 12:54 PM
Sales Region: Local		

Comments:

Separation: 30PopulationBuyType: CPP

List Items							Spots												Totals		[N] Adults 35+		
Line	Program	ST	Len	Time	Days TFSSMT W	Rate	Feb 20	Feb 27										Total Spots	Total Cost	RTG	GRP	CPP	
1	NEWSCHANNE L 7 AT 6	NM	:30	6:10 PM-6:30 PM	TF-- MTW	1,200.0 0	5	5										10	12,000.0 0	10.20	102.00	117.6 5	
(Program: NEWSCHANNEL 7 AT 6)WSAW-1Q25-CS - WAUSAU-RHINELANDER - ACTUAL Feb/2024 Mo-Fr 6:10p-6:30p TIME PERIOD ON WSAW																							
2	NEWSCHANNE L 7 AT NOON	NM	:30	12:10 PM-12:30 PM	TF-- MTW	1,000.0 0	5	5										10	10,000.0 0	11.40	114.00	87.72	
(Program: NEWSCHANNEL 7 AT NOON)WSAW-1Q25-CS - WAUSAU-RHINELANDER - ACTUAL Feb/2024 Mo-Fr 12:10p-12:30p TIME PERIOD ON WSAW																							
3	NEWSCHANNE L 7 AT 10	NM	:30	10:15 PM-10:35 PM	TF-- MTW	2,500.0 0	5	5										10	25,000.0 0	7.40	74.00	337.8 4	
(Program: NEWSCHANNEL 7 AT 10)WSAW-1Q25-CS - WAUSAU-RHINELANDER - ACTUAL Feb/2024 Mo-Fr 10:15p-10:35p TIME PERIOD ON WSAW																							
4	NEWSCHANNE L 7 AT 5	NM	:30	5:10 PM-5:30 PM	TF-- MTW	1,200.0 0	5	5										10	12,000.0 0	8.90	89.00	134.8 3	
(Program: NEWSCHANNEL 7 AT 5)WSAW-1Q25-CS - WAUSAU-RHINELANDER - ACTUAL Feb/2024 Mo-Fr 5:10p-5:30p TIME PERIOD ON WSAW																							
5	NEWSCHANNE L 7 AT 6 WEEKEND	NM	:30	6:10 PM-6:30 PM	--S----	1,000.0 0	1	1										2	2,000.00	9.30	18.60	107.5 3	
(Program: NEWSCHANNEL 7 AT 6 WEEKEND)WSAW-1Q25-CS - WAUSAU-RHINELANDER - ACTUAL Feb/2024 Sat 6:10p-6:30p TIME PERIOD ON WSAW																							
6	CBS SUNDAY MORNING	NM	:30	8:00 AM-9:30 AM	---S---	750.00	1	1										2	1,500.00	9.30	18.60	80.65	
(Program: CBS SUNDAY MORNING)WSAW-1Q25-CS - WAUSAU-RHINELANDER - ACTUAL Feb/2024 Sun 8:00a-9:30a TIME PERIOD ON WSAW																							
7	NEWSCHANNE L 7 AT 10 SUNDAY	NM	:30	10:15 PM-10:35 PM	---S---	2,000.0 0	1	1										2	4,000.00	15.90	31.80	125.7 9	
(Program: NEWSCHANNEL 7 AT 10 SUNDAY)WSAW-1Q25-CS - WAUSAU-RHINELANDER - ACTUAL Feb/2024 Sun 10:15p-10:35p TIME PERIOD ON WSAW																							

List Items							Spots													Totals		[N] Adults 35+		
Line	Program	ST	Len	Time	Days TFSSMT W	Rate	Feb 20	Feb 27											Total Spots	Total Cost	RTG	GRP	CPP	
8	NEWSCHANNE L 7 AT 10 SATURDAY	NM	:30	10:15 PM-10:35 PM	--S----	2,000.0 0	1	1											2	4,000.00	11.80	23.60	169.4 9	
(Program: NEWSCHANNEL 7 AT 10 SATURDAY)WSAW-1Q25-CS - WAUSAU-RHINELANDER - ACTUAL Feb/2024 Sat 10:15p-10:35p TIME PERIOD ON WSAW																								
9	NEWSCHANNE L 7 AT 5:30 WEEKEND	NM	:30	5:40 PM-6:00 PM	---S---	750.00	1	1											2	1,500.00	23.20	46.40	32.33	
(Program: NEWSCHANNEL 7 AT 5:30 WEEKEND)WSAW-1Q25-CS - WAUSAU-RHINELANDER - ACTUAL Feb/2024 Sun 5:40p-6:00p TIME PERIOD ON WSAW																								
Spot Totals:							25	25											50	72000.00			518.00	
[N] Adults 35+ GRP:							259.00	259.00																
Rate Totals:							36000.00	36000.00																

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
February	25	\$36,000.00	259.00	March	25	\$36,000.00	259.00