## **ORDER**

**Orders** Order / Rev: 1278636 WOC14614884 Alt Order #: Political Product Desc: **WEWS** 1470 Estimate: Flight Dates: 04/09/24 - 04/15/24 Primary AE: Margie MacDonald Sales Office: **EWSDC** Original Date / Rev: 04/08/24 / 04/08/24 Order Type: **GENERAL** Sales Region: NAT Name: **Grassroots Media** Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 146 Montgomery Avenue Billing Cycle: EOM/EOC Bala Cynwyd, PA 19004 Agency Commission: 15% Brown/Democrat/US Senate Advertiser Name: Demographic: A35+ New Business End: Product Codes: Federal Candidate Advertiser External ID: 205154 DISC Agency External ID: Revenue Code 1: 131043 Revenue Code 2: POL Unit Code: General Revenue Code 3: CAND Order Separation: 00:20:00 P-3 Priority:

**Totals** 

Totals

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/15/24	45	\$37,000.00	\$31,450.00

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	45	\$37,000.00	\$31,450.00	0.00

\$37,000.00

\$31,450.00

0.00

45

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald	EWSDC	NAT	Start Of Order - End Of Order	100%

Ch													
M-F 7-9am GMA	_Ln Ch S	tart E	nd	Inventory Code	Break	Start/End	Time Day	s Len	Spots	Rate Pri	Rtg Type	Spots	Amount
(Program: GOOD MORNING AMERICA)         2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Good Morning America Mo-Fr 7a         Start Date News (04/09/24 04/15/24 04/15/24 04/15/24 02222- 10 \$750.00 0.00       Rating Rating Number (CANTON) - 200.00       Rating Number (CANTON) - 200.00       N 2 WEWS (04/09/24 04/15/24 04/	N 1 WEWS 04	/09/24 04	1/15/24			7-9am	2222	2 :30	) 10	\$750.00P-3	0.00 NM	10	\$7,500.00
2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Good Morning America Mo-Fr 7a	(Program: (	GOOD MC	RNING										
Week: 04/09/24         04/15/24         22222         10         \$750.00         0.00           N 2 WEWS 04/09/24 04/15/24         04/15/24 M-F 6-7am GMC M-F 6-7am GMC (Program: GOOD MORNING CLEVELAND 6A)         CM         6-7am         11111         :30         5         \$600.00P-3         0.00 NM         5         \$3,000.00           (Program: GOOD MORNING CLEVELAND 6A)         2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Good Morning Cleveland Mo-Fr 6a         Start Date         End Date         Weekdays         Spots/Week         Rating         Rating         N 3 WEWS 04/09/24 04/15/24 11111         5         \$600.00         0.00         0.00         N 3 WEWS 04/09/24 04/15/24 M-F 10-11am         CM         10-11am         11111         :30         5         \$250.00P-3 0.00 NM         5         \$1,250.00           N 3 WEWS 04/09/24 04/15/24 M-F 10-11am         CM         10-11am         11111         :30         5         \$250.00P-3 0.00 NM         5         \$1,250.00           N 4 WEWS 04/09/24 04/15/24 11111         5         \$250.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00         0.00					N (CANTON)	- 2Q23 aver	age of Good	Morning Am	erica Mo	-Fr 7a			
N 2 WEWS 04/09/24 04/15/24 M-F 6-7am GMC CM 6-7am 11111 :30 5 \$600.00 P-3 0.00 NM 5 \$3,000.00    (Program: GOOD MORNING CLEVELAND 6A) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Good Morning Cleveland Mo-Fr 6a    Start Date Week: 04/09/24 04/15/24 11111 5 \$600.00 0.00    N 3 WEWS 04/09/24 04/15/24 M-F 10-11am CM 10-11am 11111 :30 5 \$250.00 P-3 0.00 NM 5 \$1,250.00    (Program: SHERRI) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Sherri Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/09/24 04/15/24 11111 5 \$250.00 0.00    N 4 WEWS 04/09/24 04/13/24 SA 6-630pm News CM 6-630pm1 :30 1 \$1,000.00 P-3 0.00 NM 1 \$1,000.00 P-3 (Program: NEWS 5 AT 6P SAT)	Start D	ate End	d Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
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(Program: GOOD MORNING CLEVELAND 6A) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Good Morning Cleveland Mo-Fr 6a  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 04/09/24   04/15/24   11111   5 \$600.00   0.00  N 3 WEWS 04/09/24   04/15/24   M-F 10-11am   CM   10-11am   11111   :30   5 \$250.00 P-3   0.00 NM   5 \$1,250.00   M-F 10-11am   (Program: SHERRI) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Sherri  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 04/09/24   04/15/24   11111   5 \$250.00   0.00    N 4 WEWS 04/09/24   04/13/24   SA 6-630pm News   CM   6-630pm  1-   :30   1 \$1,000.00P-3   0.00 NM   1 \$1,000.00   SA 6-630pm News   (Program: NEWS 5 AT 6P SAT)	N 2 WEWS 04	/09/24 04	1/15/24	M-F 6-7am GMC	CM	6-7am	1111	1 :30	) 5	\$600.00P-3	0.00 NM	5	\$3,000.00
2Q24 COMSCORE (sell) - CLEVELAND-AKRÓN (CANTON) - 2Q23 average of Good Morning Cleveland Mo-Fr 6a         Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/09/24 04/15/24 11111- 5 \$600.00 0.00         N 3 WEWS 04/09/24 04/15/24 M-F 10-11am CM 10-11am 11111- :30 5 \$250.00 P-3 0.00 NM 5 \$1,250.00 M-F 10-11am         (Program: SHERRI)         2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Sherri         Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/09/24 04/15/24 111111- 5 \$250.00 0.00         N 4 WEWS 04/09/24 04/13/24 SA 6-630pm News CM 6-630pm1 :30 1 \$1,000.00 P-3 0.00 NM 1 \$1,000.00 SA 6-630pm News (Program: NEWS 5 AT 6P SAT)													
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M-F 10-11am  (Program: SHERRI)  2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Sherri  Start Date End Date Weekdays Spots/Week Rate Rating  Week: 04/09/24 04/15/24 11111 5 \$250.00 0.00  N 4 WEWS 04/09/24 04/13/24 SA 6-630pm News CM 6-630pm1 :30 1 \$1,000.00P-3 0.00 NM 1 \$1,000.00  SA 6-630pm News  (Program: NEWS 5 AT 6P SAT)	Week: 04/09/2	24 04/	15/24	11111	5	\$600.00	0.00						
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2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Sherri         Start Date       End Date       Weekdays       Spots/Week       Rate       Rating         Week: 04/09/24       04/15/24       11111       5       \$250.00       0.00         N 4 WEWS 04/09/24 04/13/24       SA 6-630pm News       CM       6-630pm      1-       :30       1       \$1,000.00P-3       0.00 NM       1       \$1,000.00         (Program: NEWS 5 AT 6P SAT)				M-F 10-11am									
Start Date Week: 04/09/24         End Date 04/15/24         Weekdays 11111         Spots/Week 5         Rate \$250.00         Rating 0.00           N 4 WEWS 04/09/24 04/13/24         SA 6-630pm News SA 6-630pm News (Program: NEWS 5 AT 6P SAT)         CM 6-630pm1- 0.00 SA 6-630pm News (Program: NEWS 5 AT 6P SAT)         30 1 \$1,000.00P-3 0.00 NM 1 \$1,000.00P-3 0.00 NM         1 \$1,000.00P-3 0.00 NM			coll) CI		NI (CANTON)	2023 avor	ago of Shorri						
Week: 04/09/24       04/15/24       11111       5       \$250.00       0.00         N 4 WEWS 04/09/24 04/13/24 SA 6-630pm News SA 6-630pm News (Program: NEWS 5 AT 6P SAT)       CM       6-630pm      1-       :30       1 \$1,000.00 P-3       0.00 NM       0.00		,	,		,		Ü						
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Start Date End Date Weekdays Spots/Week Rate Rating		,	,		,		Ü	- Juli op					

Print Date: 04/08/24 10:56:48 Page 2 of 2

Order / Rev: 1278636 Advertiser: Brown/Democrat/US Senate

Alt Order #: WOC14614884 Product Desc: Political **WEWS** 

Flight Dates: 04/09/24 - 04/15/24 Estimate: 1470

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 04	1/08/24	04/14/24	1-	1	\$1,000.00	0.00						
N 5 WEWS	3 04/09/2	24 04/15/24	M-F 7-730pm	CM	7-730pm	11111	:30	5	\$750.00P-3	0.00 NM	5	\$3,750.00
			M-F 7-730pm									
			THE DEBRIEF)	NI (CANITONI)	Catimata is	, hand on 2022 a	craaa	of the e	omo TD			
	วบเหรียบ art Date		LEVELAND-AKRO		- Estimate is Rate		iverage	or the s	ame iP			
Week: 04		End Date 04/15/24	<u>Weekdays</u> 11111	Spots/Week 5	\$750.00	Rating 0.00						
N 6 WEWS		*	M-F 730-8pm	CM	730-8pm	11111	:30	5	\$1,000.00P-3	0.00 NM	5	\$5,000.00
N O VVEVV	3 04/09/2	24 04/13/24	M-F 730-8pm	Civi	730-opiii	11111	.30	3	\$1,000.00F-3	U.UU INIVI	J	φ5,000.00
(Progra	am: ACCE	ESS HOLLY										
2Q24 (	COMSCO	RE (sell) - C	LEVEĽAND-AKRO	N (CANTON)	- 2Q23 avera	age of Access						
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 04	1/09/24	04/15/24	11111	5	\$1,000.00	0.00						
N 7 WEWS	3 04/09/2	24 04/12/24	Friday Prime A	CM	8-9pm	1	:30	1	\$3,000.00P-3	0.00 NM	1	\$3,000.00
			Friday Prime A									
		RK TANK)	LEVELAND-AKRO	NI (CANITONI)	2022 aver	ago of Shark Tonk	,					
	art Date	End Date	Weekdays	Spots/Week	- 2Q23 avera	Rating	•					
Week: 04		04/14/24	1	<u>3pois/week</u>		0.00						
N 8 WEWS			Wednesday Prime	•	9-10pm	1	:30	1	\$3,500.00P-3	0.00 NM	1	\$3,500.00
NO WEW	5 04/03/2	0-/10/2-	Wednesday Prim		o- ropin	_	.00	•	ψ5,500.001 -5	0.00 14101	· '	ψ5,500.00
(Progra	am: ABBC	OTT ELEMEI	N/CELEBRITY FF)	0.0								
			LEVELAND-AKRÓ	N (CANTON)	- Oct'22-May	/'23 average of Ab	bot Ele	ementary	/Jul'23-Aug'23	average		
	brity Fam	•										
	art Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating						
Week: 04		04/14/24			\$3,500.00	0.00			<b>#4.000.00</b>	0.00.1114	_	<b>47</b> 000 00
N 9 WEWS	5 04/09/2	24 04/15/24	M-SU 11-1135pm		11-1135pm	1111111	:30	/	\$1,000.00P-3	0.00 NM	7	\$7,000.00
(Progra	am: NFW	S 5 AT 11P	M-SU 11-1135pm M₌SU)	inews								
			LEVELAND-AKRO	N (CANTON)	- 2Q23 avera	age of News 5 Mo	-Su 11p	)				
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 04	1/09/24	04/15/24	1111111	7	\$1,000.00	0.00						
N 10 WEWS	3 04/09/2	24 04/15/24	Kimmel 1135pm	СМ	1135pm-12	37am 11111	:30	5	\$400.00P-3	0.00 NM	5	\$2,000.00
			Kimmel 1135pm									
		Y KIMMEL L		NI (CANITONI)	2022							
		` '	LEVELAND-AKRO	. ,		•	mei					
Sta Week: 04	art Date	End Date 04/15/24	<u>Weekdays</u> 11111	Spots/Week 5	<u>Rate</u> \$400.00	Rating 0.00						
VVEEK. 04	109/24	04/13/24	TTTT	ე	φ400.00	0.00					J	

Totals 45 \$37,000.00