

# ORDER



**Orders**  
**Order / Rev:** 1278636  
**Alt Order #:** WOC14614884  
**Product Desc:** Political  
**Estimate:** 1470  
**Flight Dates:** 04/09/24 - 04/15/24  
**Original Date / Rev:** 04/08/24 / 04/08/24  
**Order Type:** GENERAL

**WEWS**  
**Primary AE:** Margie MacDonald  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** Grassroots Media  
**Buying Contact:**  
**Billing Contact:**  
 146 Montgomery Avenue  
 Bala Cynwyd, PA 19004

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

**Advertiser**  
**Name:** Brown/Democrat/US Senate  
**Demographic:** A35+  
**Product Codes:** Federal Candidate  
**Revenue Code 1:** DISC  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** P-3

**New Business End:**  
**Advertiser External ID:** 205154  
**Agency External ID:** 131043  
**Unit Code:** General  
**Order Separation:** 00:20:00

**Bill Plan**

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

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	45	\$37,000.00	\$31,450.00	0.00
<b>Totals</b>	<b>45</b>	<b>\$37,000.00</b>	<b>\$31,450.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald	EWSDC	NAT	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	WEWS	04/09/24	04/15/24	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	2222--	:30	10	\$750.00	P-3	0.00	NM	10	\$7,500.00												
(Program: GOOD MORNING AMERICA) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Good Morning America Mo-Fr 7a <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>04/09/24</td> <td>04/15/24</td> <td>2222--</td> <td>10</td> <td>\$750.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	04/09/24	04/15/24	2222--	10	\$750.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
04/09/24	04/15/24	2222--	10	\$750.00	0.00																						
N 2	WEWS	04/09/24	04/15/24	M-F 6-7am GMC M-F 6-7am GMC	CM	6-7am	1111--	: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 <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>04/09/24</td> <td>04/15/24</td> <td>1111--</td> <td>5</td> <td>\$600.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	04/09/24	04/15/24	1111--	5	\$600.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
04/09/24	04/15/24	1111--	5	\$600.00	0.00																						
N 3	WEWS	04/09/24	04/15/24	M-F 10-11am M-F 10-11am	CM	10-11am	1111--	: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 <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>04/09/24</td> <td>04/15/24</td> <td>1111--</td> <td>5</td> <td>\$250.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	04/09/24	04/15/24	1111--	5	\$250.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
04/09/24	04/15/24	1111--	5	\$250.00	0.00																						
N 4	WEWS	04/09/24	04/13/24	SA 6-630pm News SA 6-630pm News	CM	6-630pm	-----1-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00												
(Program: NEWS 5 AT 6P SAT) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of News 5 Sat 6p <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>04/09/24</td> <td>04/13/24</td> <td>-----1-</td> <td>1</td> <td>\$1,000.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	04/09/24	04/13/24	-----1-	1	\$1,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
04/09/24	04/13/24	-----1-	1	\$1,000.00	0.00																						

Order / Rev: 1278636  
 Alt Order #: WOC14614884  
 Flight Dates: 04/09/24 - 04/15/24

Advertiser: Brown/Democrat/US Senate  
 Product Desc: Political  
 Estimate: 1470  
**WEWS**

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:		04/08/24	04/14/24	-----1-		1				\$1,000.00		0.00			
N 5	WEWS	04/09/24	04/15/24	M-F 7-730pm M-F 7-730pm	CM	7-730pm	11111--	:30	5	\$750.00	P-3	0.00	NM	5	\$3,750.00
		(Program: SCRIPPS NEWS THE DEBRIEF) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - Estimate is based on 2Q23 average of the same TP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/09/24	04/15/24	11111--		5				\$750.00		0.00			
N 6	WEWS	04/09/24	04/15/24	M-F 730-8pm M-F 730-8pm	CM	730-8pm	11111--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		(Program: ACCESS HOLLYWOOD) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Access													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/09/24	04/15/24	11111--		5				\$1,000.00		0.00			
N 7	WEWS	04/09/24	04/12/24	Friday Prime A Friday Prime A	CM	8-9pm	----1--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		(Program: SHARK TANK) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Shark Tank													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/08/24	04/14/24	----1--		1				\$3,000.00		0.00			
N 8	WEWS	04/09/24	04/10/24	Wednesday Prime B Wednesday Prime B	CM	9-10pm	--1----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		(Program: ABBOTT ELEMEN/CELEBRITY FF) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - Oct'22-May'23 average of Abbot Elementary/Jul'23-Aug'23 average of Celebrity Family Feud													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/08/24	04/14/24	--1----		1				\$3,500.00		0.00			
N 9	WEWS	04/09/24	04/15/24	M-SU 11-1135pm News M-SU 11-1135pm News	CM	11-1135pm	1111111	:30	7	\$1,000.00	P-3	0.00	NM	7	\$7,000.00
		(Program: NEWS 5 AT 11P M-SU) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of News 5 Mo-Su 11p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/09/24	04/15/24	1111111		7				\$1,000.00		0.00			
N 10	WEWS	04/09/24	04/15/24	Kimmel 1135pm Kimmel 1135pm	CM	1135pm-1237am	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		(Program: JIMMY KIMMEL LIVE) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Jimmy Kimmel													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/09/24	04/15/24	11111--		5				\$400.00		0.00			
													Totals	45	\$37,000.00