

# ORDER



**Orders**  
**Order / Rev:** 1286171  
**Alt Order #:** WOC14641835  
**Product Desc:** Political  
**Estimate:** 1534  
**Flight Dates:** 05/07/24 - 05/13/24  
**Original Date / Rev:** 05/06/24 / 05/06/24  
**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:** 00:10:00

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 04/29/24   | 05/13/24 | 79      | \$61,200.00  | \$52,020.00 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| May 2024      | 79        | \$61,200.00        | \$52,020.00        | 0.00        |
| <b>Totals</b> | <b>79</b> | <b>\$61,200.00</b> | <b>\$52,020.00</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 | 05/07/24 | 05/13/24 | M-F 5-6am GMC<br>M-F 5-6am GMC | CM    | 5-6am          | 11111-- | :30 | 5     | \$250.00 | P-3 | 0.00 | NM   | 5     | \$1,250.00 |
| (Program: GOOD MORNING CLEVELAND 5A)<br>2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Good Morning Cleveland Mo-Fr 5a<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 05/07/24 05/13/24 11111-- 5 \$250.00 0.00  |      |          |          |                                |       |                |         |     |       |          |     |      |      |       |            |
| N 2  | WEWS | 05/07/24 | 05/13/24 | M-F 7-9am GMA<br>M-F 7-9am GMA | CM    | 7-9am          | 22222-- | :30 | 10    | \$750.00 | P-3 | 0.00 | NM   | 10    | \$7,500.00 |
| (Program: GOOD MORNING AMERICA)<br>2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Good Morning America Mo-Fr 7a<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 05/07/24 05/13/24 22222-- 10 \$750.00 0.00        |      |          |          |                                |       |                |         |     |       |          |     |      |      |       |            |
| N 3  | WEWS | 05/07/24 | 05/13/24 | M-F 6-7am GMC<br>M-F 6-7am GMC | CM    | 6-7am          | 22222-- | :30 | 10    | \$600.00 | P-3 | 0.00 | NM   | 10    | \$6,000.00 |
| (Program: GOOD MORNING CLEVELAND 6A)<br>2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Good Morning Cleveland Mo-Fr 6a<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u><br>Week: 05/07/24 05/13/24 22222-- 10 \$600.00 0.00 |      |          |          |                                |       |                |         |     |       |          |     |      |      |       |            |
| N 4  | WEWS | 05/07/24 | 05/13/24 | M-F 9-10am<br>M-F 9-10am       | CM    | 9-10am         | 11111-- | :30 | 5     | \$350.00 | P-3 | 0.00 | NM   | 5     | \$1,750.00 |
| (Program: LIVE WITH KELLY AND MARK)<br>2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Live With Kelly and Mark<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>   |      |          |          |                                |       |                |         |     |       |          |     |      |      |       |            |

Order / Rev: 1286171  
 Alt Order #: WOC14641835  
 Flight Dates: 05/07/24 - 05/13/24

Advertiser: Brown/Democrat/US Senate  
 Product Desc: Political  
 Estimate: 1534  
**WEWS**

| Ln  | Ch   | Start             | End             | Inventory Code                             | Break | Start/End Time | Days              | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|---|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|------------|
| N 5   | WEWS | 05/07/24          | 05/13/24        | M-F 12-1230pm News<br>M-F 12-1230pm News   | CM    | 12-1230pm      | 11111--           | :30 | 5     | \$500.00    | P-3 | 0.00          | NM   | 5     | \$2,500.00 |
| (Program: NEWS 5 AT NOON)<br>2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of 12pm news  |      |                   |                 |  |       |                |                   |     |       |             |     |               |      |       |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:   |      | 05/07/24          | 05/13/24        | 11111--                                    |       |                | 5                 |     |       | \$350.00    |     | 0.00          |      |       |            |
| N 6   | WEWS | 05/07/24          | 05/13/24        | M-F 11am-12pm<br>M-F 11am-12pm             | CM    | 11am-12pm      | 11111--           | :30 | 5     | \$600.00    | P-3 | 0.00          | NM   | 5     | \$3,000.00 |
| (Program: THE VIEW)<br>2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of The View   |      |                   |                 |  |       |                |                   |     |       |             |     |               |      |       |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:   |      | 05/07/24          | 05/13/24        | 11111--                                    |       |                | 5                 |     |       | \$500.00    |     | 0.00          |      |       |            |
| N 7   | WEWS | 05/07/24          | 05/11/24        | SA 6-630pm News<br>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)<br>2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of News 5 Sat 6p  |      |                   |                 |  |       |                |                   |     |       |             |     |               |      |       |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:   |      | 05/06/24          | 05/12/24        | -----1-                                    |       |                | 1                 |     |       | \$1,000.00  |     | 0.00          |      |       |            |
| N 8   | WEWS | 05/07/24          | 05/13/24        | M-F 7-730pm<br>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)<br>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:   |      | 05/07/24          | 05/13/24        | 11111--                                    |       |                | 5                 |     |       | \$750.00    |     | 0.00          |      |       |            |
| N 9   | WEWS | 05/07/24          | 05/13/24        | M-F 5-6pm News<br>M-F 5-6pm News           | CM    | 5-6pm          | 11111--           | :30 | 5     | \$800.00    | P-3 | 0.00          | NM   | 5     | \$4,000.00 |
| (Program: NEWS 5 AT 5P)<br>2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of News 5 Mo-Fr 5p  |      |                   |                 |  |       |                |                   |     |       |             |     |               |      |       |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:   |      | 05/07/24          | 05/13/24        | 11111--                                    |       |                | 5                 |     |       | \$800.00    |     | 0.00          |      |       |            |
| N 10  | WEWS | 05/07/24          | 05/13/24        | M-F 730-8pm<br>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)<br>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:   |      | 05/07/24          | 05/13/24        | 11111--                                    |       |                | 5                 |     |       | \$1,000.00  |     | 0.00          |      |       |            |
| N 11  | WEWS | 05/07/24          | 05/11/24        | CAVS Post-Game<br>CAVS Post-Game           | CM    | 3pm-1230am     | -----1-           | :30 | 1     | \$4,000.00  | P-3 | 0.00          | NM   | 1     | \$4,000.00 |
| (Program: NBA PLAYOFFS SAT 8P 2024)<br>2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - Apr'23-May'23 average of Sat 8p Playoffs Games   |      |                   |                 |  |       |                |                   |     |       |             |     |               |      |       |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                | <u>Spots/Week</u> |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:   |      | 05/06/24          | 05/12/24        | -----1-                                    |       |                | 1                 |     |       | \$4,000.00  |     | 0.00          |      |       |            |
| N 12  | WEWS | 05/07/24          | 05/10/24        | Friday Prime A<br>Friday Prime A           | CM    | 8-9pm          | ----1--           | :30 | 1     | \$3,000.00  | P-3 | 0.00          | NM   | 1     | \$3,000.00 |
| (Program: SHARK TANK)<br>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:   |      | 05/06/24          | 05/12/24        | ----1--                                    |       |                | 1                 |     |       | \$3,000.00  |     | 0.00          |      |       |            |
| N 13  | WEWS | 05/07/24          | 05/08/24        | Wednesday Prime B<br>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)<br>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:   |      | 05/06/24          | 05/12/24        | --1----                                    |       |                | 1                 |     |       | \$3,500.00  |     | 0.00          |      |       |            |
| N 14  | WEWS | 05/07/24          | 05/13/24        | M-SU 11-1135pm News<br>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)<br>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:   |      | 05/07/24          | 05/13/24        | 1111111                                    |       |                | 7                 |     |       | \$1,000.00  |     | 0.00          |      |       |            |

Order / Rev: 1286171  
 Alt Order #: WOC14641835  
 Flight Dates: 05/07/24 - 05/13/24

Advertiser: Brown/Democrat/US Senate  
 Product Desc: Political  
 Estimate: 1534

**WEWS**

| Ln  | Ch   | Start             | End             | Inventory Code                                     | Break | Start/End Time | Days              | Len | Spots       | Rate       | Pri           | Rtg  | Type   | Spots | Amount      |
|---|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------------|------------|---------------|------|--------|-------|-------------|
| N 15  | WEWS | 05/07/24          | 05/13/24        | Nightline 1237am<br>Nightline 1237am               | CM    | 1237-107am     | 11111--           | :30 | 5           | \$200.00   | P-3           | 0.00 | NM     | 5     | \$1,000.00  |
| (Program: NIGHTLINE)  |      |                   |                 |  |       |                |                   |     |             |            |               |      |        |       |             |
| 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of ABC News Nightline                |      |                   |                 |  |       |                |                   |     |             |            |               |      |        |       |             |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:   |      | 05/07/24          | 05/13/24        | 11111--  |       |                | 5                 |     | \$200.00    |            | 0.00          |      |        |       |             |
| N 16  | WEWS | 05/07/24          | 05/13/24        | Kimmel 1135pm<br>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:   |      | 05/07/24          | 05/13/24        | 11111--  |       |                | 5                 |     | \$400.00    |            | 0.00          |      |        |       |             |
| N 17  | WEWS | 05/07/24          | 05/12/24        | SU 7-8am GMA<br>SU 7-8am GMA                       | CM    | 7-8am          | -----1            | :30 | 1           | \$500.00   | P-3           | 0.00 | NM     | 1     | \$500.00    |
| (Program: GOOD MORNING AMERICA SU 7A)   |      |                   |                 |  |       |                |                   |     |             |            |               |      |        |       |             |
| 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Good Morning America Su 7a        |      |                   |                 |  |       |                |                   |     |             |            |               |      |        |       |             |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:   |      | 05/06/24          | 05/12/24        | -----1   |       |                | 1                 |     | \$500.00    |            | 0.00          |      |        |       |             |
| N 18  | WEWS | 05/07/24          | 05/12/24        | SU 10-11am News<br>SU 10-11am News                 | CM    | 10-11am        | -----1            | :30 | 1           | \$450.00   | P-3           | 0.00 | NM     | 1     | \$450.00    |
| (Program: GOOD MORNING CLEVELAND SU 10A)  |      |                   |                 |  |       |                |                   |     |             |            |               |      |        |       |             |
| 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Good Morning Cleveland Su 10a     |      |                   |                 |  |       |                |                   |     |             |            |               |      |        |       |             |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:   |      | 05/06/24          | 05/12/24        | -----1   |       |                | 1                 |     | \$450.00    |            | 0.00          |      |        |       |             |
| N 19  | WEWS | 05/07/24          | 05/12/24        | NBA Playoffs Sun Game 1<br>NBA Playoffs Sun Game 1 | CM    | 12-6pm         | -----1            | :30 | 1           | \$4,000.00 | P-3           | 0.00 | NM     | 1     | \$4,000.00  |
| (Program: NBA PLAYOFFS SUN 3P 2024)   |      |                   |                 |  |       |                |                   |     |             |            |               |      |        |       |             |
| 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - Apr'23-May'23 average of Sun 3:30p Playoffs Games |      |                   |                 |  |       |                |                   |     |             |            |               |      |        |       |             |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                    |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |        |       |             |
| Week:   |      | 05/06/24          | 05/12/24        | -----1   |       |                | 1                 |     | \$4,000.00  |            | 0.00          |      |        |       |             |
|   |      |                   |                 |  |       |                |                   |     |             |            |               |      | Totals | 79    | \$61,200.00 |