

ORDER



Orders
Order / Rev: 1288062
Alt Order #: WOC14648846
Product Desc: Political
Estimate: 1540
Flight Dates: 05/14/24 - 05/20/24
Original Date / Rev: 05/13/24 / 05/13/24
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 | 05/20/24 | 87 | \$82,700.00 | \$70,295.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| May 2024 | 87 | \$82,700.00 | \$70,295.00 | 0.00 |
| Totals | 87 | \$82,700.00 | \$70,295.00 | 0.00 |

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 | 05/14/24 | 05/20/24 | M-F 5-6am GMC M-F 5-6am GMC (Program: GOOD MORNING CLEVELAND 5A) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Good Morning Cleveland Mo-Fr 5a | CM | 5-6am | 11111-- | :30 | 5 | \$250.00 | P-3 | 0.00 | NM | 5 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 05/14/24 | 05/20/24 | 11111-- | | 5 | | | | \$250.00 | | 0.00 | | | |
| N 2 | WEWS | 05/14/24 | 05/20/24 | M-F 7-9am GMA M-F 7-9am GMA (Program: GOOD MORNING AMERICA) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Good Morning America Mo-Fr 7a | CM | 7-9am | 22222-- | :30 | 10 | \$750.00 | P-3 | 0.00 | NM | 10 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 05/14/24 | 05/20/24 | 22222-- | | 10 | | | | \$750.00 | | 0.00 | | | |
| N 3 | WEWS | 05/14/24 | 05/20/24 | M-F 6-7am GMC M-F 6-7am GMC (Program: GOOD MORNING CLEVELAND 6A) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Good Morning Cleveland Mo-Fr 6a | CM | 6-7am | 22222-- | :30 | 10 | \$600.00 | P-3 | 0.00 | NM | 10 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 05/14/24 | 05/20/24 | 22222-- | | 10 | | | | \$600.00 | | 0.00 | | | |
| N 4 | WEWS | 05/14/24 | 05/20/24 | M-F 9-10am M-F 9-10am (Program: LIVE WITH KELLY AND MARK) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of Live With Kelly and Mark | CM | 9-10am | 11111-- | :30 | 5 | \$350.00 | P-3 | 0.00 | NM | 5 | \$1,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 1288062
 Alt Order #: WOC14648846
 Flight Dates: 05/14/24 - 05/20/24

Advertiser: Brown/Democrat/US Senate
 Product Desc: Political
 Estimate: 1540
WEWS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|-------------------|-----------------|--|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| N 5 | WEWS | 05/14/24 | 05/20/24 | M-F 12-1230pm News 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) 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: | | 05/14/24 | 05/20/24 | 11111-- | | | 5 | | | \$350.00 | | 0.00 | | | |
| N 6 | WEWS | 05/14/24 | 05/20/24 | M-F 11am-12pm M-F 11am-12pm | CM | 11am-12pm | 11111-- | :30 | 5 | \$600.00 | P-3 | 0.00 | NM | 5 | \$3,000.00 |
| (Program: THE VIEW) 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: | | 05/14/24 | 05/20/24 | 11111-- | | | 5 | | | \$500.00 | | 0.00 | | | |
| N 7 | WEWS | 05/14/24 | 05/18/24 | 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 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/13/24 | 05/19/24 | -----1- | | | 1 | | | \$1,000.00 | | 0.00 | | | |
| N 8 | WEWS | 05/14/24 | 05/20/24 | 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: | | 05/14/24 | 05/20/24 | 11111-- | | | 5 | | | \$750.00 | | 0.00 | | | |
| N 9 | WEWS | 05/14/24 | 05/20/24 | M-F 5-6pm News 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) 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: | | 05/14/24 | 05/20/24 | 11111-- | | | 5 | | | \$800.00 | | 0.00 | | | |
| N 10 | WEWS | 05/14/24 | 05/20/24 | ABC World News M-F ABC World News M-F | CM | 630-7pm | 11111-- | :30 | 5 | \$2,000.00 | P-3 | 0.00 | NM | 5 | \$10,000.00 |
| (Program: ABC WORLD NEWS) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of ABC World News Tognight Mo-Fr | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/14/24 | 05/20/24 | 11111-- | | | 5 | | | \$2,000.00 | | 0.00 | | | |
| N 11 | WEWS | 05/14/24 | 05/20/24 | 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: | | 05/14/24 | 05/20/24 | 11111-- | | | 5 | | | \$1,000.00 | | 0.00 | | | |
| N 12 | WEWS | 05/14/24 | 05/19/24 | NBA Playoffs Sun Game 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 SAT 8P 2024) 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: | | 05/13/24 | 05/19/24 | -----1 | | | 1 | | | \$4,000.00 | | 0.00 | | | |
| N 13 | WEWS | 05/14/24 | 05/14/24 | Tuesday Prime C Tuesday Prime C | CM | 10-11pm | -1----- | :30 | 1 | \$3,000.00 | P-3 | 0.00 | NM | 1 | \$3,000.00 |
| (Program: GOOD DOCTOR) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - Oct'22-May'23 average of Good Doctor | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/13/24 | 05/19/24 | -1----- | | | 1 | | | \$3,000.00 | | 0.00 | | | |
| N 14 | WEWS | 05/14/24 | 05/20/24 | Monday Prime A Monday Prime A | CM | 8-9pm | 1----- | :30 | 1 | \$5,000.00 | P-3 | 0.00 | NM | 1 | \$5,000.00 |
| (Program: AMERICAN IDOL MON 2024) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - Mar'22-May'22 & Mar'23-May'23 average of Idol Monday | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 05/14/24 | 05/20/24 | 1----- | | | 1 | | | \$5,000.00 | | 0.00 | | | |
| N 15 | WEWS | 05/14/24 | 05/17/24 | | CM | 8-9pm | ----1-- | :30 | 1 | \$3,000.00 | P-3 | 0.00 | NM | 1 | \$3,000.00 |

Order / Rev: 1288062
 Alt Order #: WOC14648846
 Flight Dates: 05/14/24 - 05/20/24

Advertiser: Brown/Democrat/US Senate
 Product Desc: Political
 Estimate: 1540

WEWS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|----------|----------|--|-------|----------------|---------|-----|-------|------------|-----|------|--------|-------|-------------|
| (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: 05/13/24 05/19/24 ----1-- 1 \$3,000.00 0.00 | | | | | | | | | | | | | | | |
| N 16 | WEWS | 05/14/24 | 05/15/24 | Friday Prime A Friday Prime A 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: 05/13/24 05/19/24 --1---- 1 \$3,500.00 0.00 | | | | | | | | | | | | | | | |
| N 17 | WEWS | 05/14/24 | 05/20/24 | 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: 05/14/24 05/20/24 1111111 7 \$1,000.00 0.00 | | | | | | | | | | | | | | | |
| N 18 | WEWS | 05/14/24 | 05/20/24 | Nightline 1237am 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: 05/14/24 05/20/24 11111-- 5 \$200.00 0.00 | | | | | | | | | | | | | | | |
| N 19 | WEWS | 05/14/24 | 05/20/24 | 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: 05/14/24 05/20/24 11111-- 5 \$400.00 0.00 | | | | | | | | | | | | | | | |
| N 20 | WEWS | 05/14/24 | 05/19/24 | SU 7-8am GMA 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: 05/13/24 05/19/24 -----1 1 \$500.00 0.00 | | | | | | | | | | | | | | | |
| N 21 | WEWS | 05/14/24 | 05/19/24 | SU 10-11am News 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: 05/13/24 05/19/24 -----1 1 \$450.00 0.00 | | | | | | | | | | | | | | | |
| N 22 | WEWS | 05/14/24 | 05/17/24 | Friday Prime B Friday Prime B | CM | 9-10pm | ----1-- | :30 | 1 | \$2,500.00 | P-3 | 0.00 | NM | 1 | \$2,500.00 |
| (Program: 20/20) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of 20/20 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/13/24 05/19/24 ----1-- 1 \$2,500.00 0.00 | | | | | | | | | | | | | | | |
| N 23 | WEWS | 05/14/24 | 05/16/24 | Thursday Prime C Thursday Prime C | CM | 10-11pm | ---1--- | :30 | 1 | \$5,000.00 | P-3 | 0.00 | NM | 1 | \$5,000.00 |
| (Program: STATION 19) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - Oct'22-May'23 average of Station 19 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/13/24 05/19/24 ---1--- 1 \$5,000.00 0.00 | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | Totals | 87 | \$82,700.00 |