

ORDER



Orders
Order / Rev: 1280715
Alt Order #: WOC14623358
Product Desc: Political
Estimate: 1480
Flight Dates: 04/16/24 - 04/22/24
Original Date / Rev: 04/15/24 / 04/15/24
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
04/01/24	04/22/24	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
Totals	45	\$37,000.00	\$31,450.00	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	04/16/24	04/22/24	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>Week: 04/16/24</td> <td>04/22/24</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	Week: 04/16/24	04/22/24	2222--	10	\$750.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 04/16/24	04/22/24	2222--	10	\$750.00	0.00																						
N 2	WEWS	04/16/24	04/22/24	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>Week: 04/16/24</td> <td>04/22/24</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	Week: 04/16/24	04/22/24	1111--	5	\$600.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 04/16/24	04/22/24	1111--	5	\$600.00	0.00																						
N 3	WEWS	04/16/24	04/22/24	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>Week: 04/16/24</td> <td>04/22/24</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	Week: 04/16/24	04/22/24	1111--	5	\$250.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 04/16/24	04/22/24	1111--	5	\$250.00	0.00																						
N 4	WEWS	04/16/24	04/20/24	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> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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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:		04/15/24	04/21/24	-----1-		1				\$1,000.00		0.00			
N 5	WEWS	04/16/24	04/22/24	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:		04/16/24	04/22/24	11111--		5				\$750.00		0.00			
N 6	WEWS	04/16/24	04/22/24	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:		04/16/24	04/22/24	11111--		5				\$1,000.00		0.00			
N 7	WEWS	04/16/24	04/19/24	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:		04/15/24	04/21/24	----1--		1				\$3,000.00		0.00			
N 8	WEWS	04/16/24	04/17/24	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:		04/15/24	04/21/24	--1----		1				\$3,500.00		0.00			
N 9	WEWS	04/16/24	04/22/24	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:		04/16/24	04/22/24	1111111		7				\$1,000.00		0.00			
N 10	WEWS	04/16/24	04/22/24	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:		04/16/24	04/22/24	11111--		5				\$400.00		0.00			
													Totals	45	\$37,000.00