

# ORDER



**Orders**  
**Order / Rev:** 4451914  
 Alt Order #: 28396069  
 Product Desc: WI-SEN  
 Estimate: 5308  
 Flight Dates: 05/01/24 - 05/14/24  
 Original Date / Rev: 05/01/24 / 05/01/24  
 Order Type: REG

Primary AE: Millennium Washington,DC  
 Sales Office: M-WAS  
 Sales Region: Nat

**Agency**  
**Name:** FlexPoint Media  
 Buying Contact:  
 Billing Contact:  
 P.O. Box 1051  
 New Albany, OH 43054

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

**Advertiser**  
**Name:** POL/Eric Hovde/US Senate/WI/Rep  
 Demographic: A35+  
 Product Codes: PL11  
 Revenue Code 1: AGY  
 Revenue Code 2: POL  
 Revenue Code 3: POL-CAND  
 Priority: P5

Order Brand:  
 New Business End:  
 Advertiser External ID:  
 Agency External ID:  
 Unit Code: General  
 Order Separation: 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/26/24	30	\$2,240.00	\$1,904.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	30	\$2,240.00	\$1,904.00	0.00
<b>Totals</b>	<b>30</b>	<b>\$2,240.00</b>	<b>\$1,904.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington,DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
LaCrosse WI WLAX	8%	\$2,240.00
Market	100%	\$28,000.00

**Competitive Share**

	Share	Total
ABCZ	0%	\$0.00
CABLE	0%	\$0.00
OLAX	0%	\$0.00
UNKWN	92%	\$25,760.00
WEAU	0%	\$0.00
WEUX	0%	\$0.00
WHLA	0%	\$0.00
WHWC	0%	\$0.00
WKBT	0%	\$0.00
WQOW	0%	\$0.00
WXOW	0%	\$0.00

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	05/01/24	05/14/24	M-F 930a-10a M-F 930a-10a	CM	M-F 930a-10a	MTWTF--	:30	1	\$60.00	P3	0.00	NM	2	\$120.00

Pictionary  
 1313601 Index: 105

Start Date End Date Weekdays Spots/Week Rate Rating

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LaCrosse WI WLAX

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	All	05/01/24	05/14/24	M-F 4-430p M-F 4-430p	CM	M-F 4-430p	MTWTF--	:30	3	\$100.00	P3	0.00	NM	6	\$600.00
Judge Judy 1313601 Index: 92 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/01/24 05/07/24 MTWTF-- 1 \$60.00 0.00 Week: 05/08/24 05/14/24 MTWTF-- 1 \$60.00 0.00															
E 3	All	05/01/24	05/14/24	M-F 5-530p M-F 5-530p	CM	M-F 5-530p	MTWTF--	:30	3	\$75.00	P3	0.00	NM	6	\$450.00
Family Fued 1313601 Index: 90 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/01/24 05/07/24 MTWTF-- 3 \$75.00 0.00 Week: 05/08/24 05/14/24 MTWTF-- 3 \$75.00 0.00															
N 4	All	05/04/24	05/05/24	Sa 5-530p Sa 5-530p	CM	Sa 5-530p	-----S-	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
Big Bang Theory 1313601 Index: 102 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/29/24 05/05/24 -----S- 1 \$50.00 0.00															
E 5	All	05/04/24	05/11/24	LN Sa Sa News @ 9p	CM	Sa News @ 9p	-----S-	:30	1	\$325.00	P3	0.00	NM	2	\$650.00
FOX News at Nine 1313601 Index: 103 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/29/24 05/05/24 -----S- 1 \$325.00 0.00 Week: 05/06/24 05/12/24 -----S- 1 \$325.00 0.00															
N 6	All	05/04/24	05/05/24	Sa 11-1130p Sa 11-1130p	CM	Sa 11-1130p	-----S-	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
BIG BANG THEORY 1313601 Index: 96 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/29/24 05/05/24 -----S- 1 \$40.00 0.00															
N 7	All	05/04/24	05/05/24	Sa 1130p-12a Sa 1130p-12a	CM	Sa 1130p-12a	-----S-	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
BIG BANG THOERY 1313601 Index: 96 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/29/24 05/05/24 -----S- 1 \$40.00 0.00															
E 8	All	05/04/24	05/11/24	Sa 12-1230a Sa 12-1230a	CM	Sa 12-1230a	-----S-	:30	1	\$30.00	P3	0.00	NM	2	\$60.00
FAMILY FEUD 1313601 Index: 103 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/29/24 05/05/24 -----S- 1 \$30.00 0.00 Week: 05/06/24 05/12/24 -----S- 1 \$30.00 0.00															
E 9	All	05/05/24	05/12/24	Su 1035-1105p Su 1035-1105p	CM	Su 1035-1105p	-----S	:30	1	\$20.00	P4	0.00	NM	2	\$40.00
MOM 1313601 Index: 96 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/29/24 05/05/24 -----S 1 \$20.00 0.00 Week: 05/06/24 05/12/24 -----S 1 \$20.00 0.00															
E 10	All	05/05/24	05/12/24	Su 1105-1135p Su 1105-1135p	CM	Su 1105-1135p	-----S	:30	1	\$20.00	P4	0.00	NM	2	\$40.00
MPM 1313601 Index: 96 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/29/24 05/05/24 -----S 1 \$20.00 0.00 Week: 05/06/24 05/12/24 -----S 1 \$20.00 0.00															

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	All	05/05/24	05/12/24	Su 1135p-1205a Su 1135p-1205a	CM	Su 1135p-1205a	-----S	:30	1	\$10.00	P4	0.00	NM	2	\$20.00
BIG BANG THEORY 1313601 Index: 98															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/29/24	05/05/24	-----S			1			\$10.00		0.00			
Week:		05/06/24	05/12/24	-----S			1			\$10.00		0.00			
N 12	All	05/11/24	05/11/24	Sa 1130p-12a Sa 1130p-12a	CM	Sa 1130p-12a	-----S-	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
FAMILY FEUD 1313601 Index: 103															
		<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	-----S-			1			\$50.00		0.00			
N 13	All	05/12/24	05/12/24	Su 935-1005p Su 935-1005p	CM	Su 935-1005p	-----S	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
FAMILY FEUD 1313601 Index: 103															
		<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	-----S			1			\$50.00		0.00			
N 14	All	05/11/24	05/11/24	Sa 1230-1a Sa 1230-1a	CM	Sa 1230-1a	-----S-	:30	1	\$30.00	P3	0.00	NM	1	\$30.00
FAMILY FEUD 1313601 Index: 103															
		<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	-----S-			1			\$30.00		0.00			
Totals													30	\$2,240.00	