

ORDER



Orders
Order / Rev: 4444215
Alt Order #: 28394130
Product Desc: WI-SEN
Estimate: 5241
Flight Dates: 04/24/24 - 04/30/24
Original Date / Rev: 04/24/24 / 04/24/24
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
04/01/24	04/28/24	11	\$750.00	\$637.50
04/29/24	05/26/24	6	\$470.00	\$399.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	11	\$750.00	\$637.50	0.00
May 2024	6	\$470.00	\$399.50	0.00
Totals	17	\$1,220.00	\$1,037.00	0.00

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	5%	\$1,220.00
Market	100%	\$24,400.00

Competitive Share

	Share	Total
ABCZ	0%	\$0.00
CABLE	0%	\$0.00
OLAX	0%	\$0.00
UNKWN	95%	\$23,180.00
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
1	All	04/24/24	04/30/24	M-F 8-9a M-F 8-9a	CM	M-F 8-9a	MTWTF--	:30	1	\$60.00	P3	0.00	NM	1	\$60.00

FAMILY FEUD
 1313601 Index: 105

Order / Rev: 4444215
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LaCrosse WI WLAX

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																																												
2	All	04/24/24	04/30/24	M-F 9-10a 9:30 AM-10:00 AM	CM	9:30 AM-10:00 AM (9:30 AM-10:00 AM)	MTWTF--	:30	1	\$60.00	P3	0.00	NM	1	\$60.00																																																												
Pictionary 1313601 Index: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/24/24 04/30/24 MTWTF-- 1 \$60.00 0.00																																																																											
3	All	04/24/24	04/30/24	M-F 4-430p M-F 4-430p	CM	M-F 4-430p	MTWTF--	:30	3	\$100.00	P3	0.00	NM	3	\$300.00																																																												
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: 04/24/24 04/30/24 MTWTF-- 3 \$100.00 0.00																																																																											
4	All	04/24/24	04/30/24	M-F 5-530p M-F 5-530p	CM	M-F 5-530p	MTWTF--	:30	3	\$75.00	P3	0.00	NM	3	\$225.00																																																												
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: 04/24/24 04/30/24 MTWTF-- 3 \$75.00 0.00																																																																											
N 5	All	04/27/24	04/27/24	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: 04/22/24 04/28/24 -----S- 1 \$50.00 0.00																																																																											
<table border="0"> <thead> <tr> <th>Spot</th> <th>Ch</th> <th>Date Range</th> <th>Description</th> <th>Start/End Time</th> <th>Weekdays</th> <th>Length</th> <th>Rate</th> <th>Rtg</th> <th>Type</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>All</td> <td>04/22/24-04/28/24</td> <td>Sa 5-530p</td> <td>Sa 5-530p</td> <td>-----Sa--</td> <td>:30</td> <td>(\$50.00)</td> <td>0.00</td> <td>NM</td> </tr> <tr> <td colspan="10">See MG 5.2</td> </tr> <tr> <td colspan="10">[MLB airing during this time]</td> </tr> <tr> <td>2</td> <td>All</td> <td>04/22/24-04/28/24</td> <td>Su 935-1005p</td> <td>Su 935-1005p</td> <td>-----Su</td> <td>:30</td> <td>\$50.00</td> <td>0.00</td> <td>NM</td> </tr> <tr> <td colspan="10">Ⓜ MG for 5.1 04/27</td> </tr> </tbody> </table>																Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type	1	All	04/22/24-04/28/24	Sa 5-530p	Sa 5-530p	-----Sa--	:30	(\$50.00)	0.00	NM	See MG 5.2										[MLB airing during this time]										2	All	04/22/24-04/28/24	Su 935-1005p	Su 935-1005p	-----Su	:30	\$50.00	0.00	NM	Ⓜ MG for 5.1 04/27									
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type																																																																		
1	All	04/22/24-04/28/24	Sa 5-530p	Sa 5-530p	-----Sa--	:30	(\$50.00)	0.00	NM																																																																		
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2	All	04/22/24-04/28/24	Su 935-1005p	Su 935-1005p	-----Su	:30	\$50.00	0.00	NM																																																																		
Ⓜ MG for 5.1 04/27																																																																											
6	All	04/27/24	04/27/24	LN Sa Sa News @ 9p	CM	Sa News @ 9p	-----S-	:30	1	\$325.00	P3	0.00	NM	1	\$325.00																																																												
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: 04/22/24 04/28/24 -----S- 1 \$325.00 0.00																																																																											
7	All	04/27/24	04/27/24	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: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/22/24 04/28/24 -----S- 1 \$40.00 0.00																																																																											
8	All	04/27/24	04/27/24	Sa 1130p-12a Sa 1130p-12a	CM	Sa 1130p-12a	-----S-	:30	1	\$40.00	P3	0.00	NM	1	\$40.00																																																												
BIG BANG THEORY 1313601 Index: 105 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/22/24 04/28/24 -----S- 1 \$40.00 0.00																																																																											
9	All	04/27/24	04/27/24	Sa 12-1230a Sa 12-1230a	CM	Sa 12-1230a	-----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: 04/22/24 04/28/24 -----S- 1 \$30.00 0.00																																																																											
10	All	04/28/24	04/28/24	Su 1035-1105p Su 1035-1105p	CM	Su 1035-1105p	-----S	:30	1	\$20.00	P4	0.00	NM	1	\$20.00																																																												
MOM 1313601 Index: 100 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/22/24 04/28/24 -----S 1 \$20.00 0.00																																																																											

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11	All	04/28/24	04/28/24	Su 1105-1135p Su 1105-1135p	CM	Su 1105-1135p	-----S	:30	1	\$20.00	P4	0.00	NM	1	\$20.00
MOM 1313601 Index: 100															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/22/24	04/28/24	-----S			1		\$20.00		0.00				
12	All	04/28/24	04/28/24	Su 1135p-1205a Su 1135p-1205a	CM	Su 1135p-1205a	-----S	:30	1	\$10.00	P4	0.00	NM	1	\$10.00
BIG BANG THEORY 1313601 Index: 104															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/22/24	04/28/24	-----S			1		\$10.00		0.00				
N 13	All	04/28/24	04/28/24	Su 1005-1035p Su 1005-1035p	CM	Su 1005-1035p	-----S	:30	1	\$40.00	P3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/22/24	04/28/24	-----S			1		\$40.00		0.00				
													Totals	17	\$1,220.00