

ORDER



Orders
Order / Rev: 4437277
Alt Order #: 28392271
Product Desc: Political
Estimate: 1482
Flight Dates: 04/16/24 - 04/22/24
Original Date / Rev: 04/15/24 / 04/15/24
Order Type: REG

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

Agency Name: Grassroots Media LLC
Buying Contact:
Billing Contact:
 146 Montgomery Avenue
 Bala Cynwyd, PA 19004

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

Advertiser Name: POL/Tammy Baldwin/US Senate/Dem/
Demographic: HH
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: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/28/24	12	\$2,500.00	\$2,125.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	12	\$2,500.00	\$2,125.00	0.00
Totals	12	\$2,500.00	\$2,125.00	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	8%	\$2,500.00
Market	100%	\$31,250.00

Competitive Share

	Share	Total
ABCZ	0%	\$0.00
CABLE	0%	\$0.00
OLAX	0%	\$0.00
UNKWN	92%	\$28,750.00
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
N 1	All	04/16/24	04/16/24	M-F 1-130p M-F 1-130p	CM	M-F 1-130p	-T-----	:30	1	\$60.00	P3	0.00	NM	1	\$60.00

Hot Bench

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 04/15/24	04/21/24	-T-----	1	\$60.00	0.00

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 Flight Dates: 04/16/24 - 04/22/24

Advertiser: POL/Tammy Baldwin/US Senate/Dem/W
 Product Desc: Political
 Estimate: 1482

LaCrosse WI WLAX

MultiChannel

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	All	04/17/24	04/17/24	M-F 1-130p M-F 1-130p	CM	M-F 1-130p	--w----	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
Hot Bench															
		<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	-T-----			1			\$60.00			0.00		
N 3	All	04/18/24	04/18/24	M-F 1-130p M-F 1-130p	CM	M-F 1-130p	---T---	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
Hot Bench															
		<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	--w----			1			\$60.00			0.00		
N 4	All	04/19/24	04/19/24	M-F 1-130p M-F 1-130p	CM	M-F 1-130p	----F--	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
Hot Bench															
		<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	----F--			1			\$60.00			0.00		
N 5	All	04/22/24	04/22/24	M-F 1-130p M-F 1-130p	CM	M-F 1-130p	M-----	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
Hot Bench															
		<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	M-----			1			\$60.00			0.00		
N 6	All	04/16/24	04/16/24	M-F 630-7p M-F 630-7p	CM	M-F 630-7p	-T-----	:30	1	\$275.00	P3	0.00	NM	1	\$275.00
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	-T-----			1			\$275.00			0.00		
N 7	All	04/17/24	04/17/24	M-F 630-7p M-F 630-7p	CM	M-F 630-7p	--w----	:30	1	\$275.00	P3	0.00	NM	1	\$275.00
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	--w----			1			\$275.00			0.00		
N 8	All	04/18/24	04/18/24	M-F 630-7p M-F 630-7p	CM	M-F 630-7p	---T---	:30	1	\$275.00	P3	0.00	NM	1	\$275.00
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	---T---			1			\$275.00			0.00		
N 9	All	04/19/24	04/19/24	M-F 630-7p M-F 630-7p	CM	M-F 630-7p	----F--	:30	1	\$275.00	P3	0.00	NM	1	\$275.00
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	----F--			1			\$275.00			0.00		
N 10	All	04/22/24	04/22/24	M-F 630-7p M-F 630-7p	CM	M-F 630-7p	M-----	:30	1	\$275.00	P3	0.00	NM	1	\$275.00
Family Feud															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/22/24	04/28/24	M-----			1			\$275.00			0.00		
N 11	All	04/21/24	04/21/24	LN M-F, Su 9-935p News @ 9p M-F/Su	CM	News @ 9p M-F/Su	-----S	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
FOX News at Nine															
		<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	-----S			1			\$500.00			0.00		
N 12	All	04/20/24	04/20/24	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															
		<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	-----S-			1			\$325.00			0.00		

Totals 12 \$2,500.00

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Grassroots Media, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Tammy Baldwin

Authorized committee:

Tammy Baldwin for Senate

Agency requesting time (and contact information):

N/A Grassroots Media

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

United States Senate

Date of election:

8/13/24

General

Primary

Treasurer of candidate's authorized committee:

David Newby

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency	Station Representative
Signature: <i>Michael D'Etorre</i>	Signature: <i>Dawn LeClaire</i>
Name: Mike D'Etorre	Name: Dawn LeClaire
Date of Request to Purchase Ad Time: 3/6/24	Date of Station Agreement to Sell Time: 4/15/24

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Michael Dettonne

Name:

Date:

TO BE COMPLETED BY STATION ONLYAd submitted to Station? Yes No Date ad received: 4/15/24**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**Federal candidate certification signed (above): Yes No N/A

Disposition:

- Accepted
 Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*
 Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:	4437277	Station Call Letters:	WLAX/WEUX	Date Received/Requested:	4/15/24
Est. #:	1482	Station Location:	La Crosse, WI	Run Start and End Dates:	4/16 - 4/22/24

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

"Something Like That" TB-TV24-02H :30 50%
 "Close to Hme" TB-TV24-03H :30 50%