

ORDER



Orders
Order / Rev: 1282352
Alt Order #: WOC14628190
Product Desc: Issue
Estimate: 506
Flight Dates: 04/30/24 - 05/06/24
Original Date / Rev: 04/19/24 / 04/23/24
Order Type: GENERAL

WTVR
Primary AE: John Saladino
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: 360 Touch - POL
Buying Contact:
Billing Contact:
 4222 Hilltop Drive
 Park City, UT 84098

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

Advertiser
Name: Virginians for Freedom
Demographic: A35+
Product Codes: Non-Ballot Issue
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: DEF

New Business End:
Advertiser External ID: 281027
Agency External ID: 150493
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/06/24	53	\$36,425.00	\$30,961.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	53	\$36,425.00	\$30,961.25	0.00
Totals	53	\$36,425.00	\$30,961.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
John Saladino			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	WTVR	04/30/24	05/06/24	M-F CBS Mornings 7-8a M-F CBS Mornings 7-8a	CM	7:00 AM-8:00 AM	11111--	:30	5	\$650.00	P-3	0.00	NM	5	\$3,250.00												
(Program: CBS MORNINGS<) 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - 2Q23 average of CBS Mornings <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>04/30/24</td> <td>05/06/24</td> <td>11111--</td> <td>5</td> <td>\$650.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	04/30/24	05/06/24	11111--	5	\$650.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
04/30/24	05/06/24	11111--	5	\$650.00	0.00																						
N 2	WTVR	04/30/24	05/06/24	M-F CBS Mornings 8-9a M-F CBS Mornings 8-9a	CM	8:00 AM-9:00 AM	11111--	:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00												
(Program: CBS MORNINGS<) 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - 2Q22 average of CBS Mornings <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>04/30/24</td> <td>05/06/24</td> <td>11111--</td> <td>5</td> <td>\$600.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	04/30/24	05/06/24	11111--	5	\$600.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
04/30/24	05/06/24	11111--	5	\$600.00	0.00																						
N 3	WTVR	04/30/24	05/04/24	SA 730-8am News SA 730-8am News	CM	7:30 AM-8:00 AM	-----1-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00												
(Program: CBS6 SA MRN@7A) 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - 2Q23 average of Sat Morning News 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>04/29/24</td> <td>05/05/24</td> <td>-----1-</td> <td>1</td> <td>\$250.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	04/29/24	05/05/24	-----1-	1	\$250.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
04/29/24	05/05/24	-----1-	1	\$250.00	0.00																						
N 4	WTVR	04/30/24	05/04/24	SA 8-9am News SA 8-9am News	CM	8:00 AM-9:00 AM	-----1-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00												
(Program: CBS SAT MORNNG) 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - 2Q23 average of CBS Sat Morning <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>04/30/24</td> <td>05/04/24</td> <td>-----1-</td> <td>1</td> <td>\$700.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	04/30/24	05/04/24	-----1-	1	\$700.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
04/30/24	05/04/24	-----1-	1	\$700.00	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
N 5	WTVR	04/30/24	05/04/24	SA 9-10am News SA 9-10am News	CM	9:00 AM-10:00 AM	-----1-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
(Program: CBS SAT MORNG) 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - 2Q23 average of CBS Sat Morning															
		<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	-----1-			1			\$750.00			0.00		
N 6	WTVR	04/30/24	05/05/24	SU 630-7am News SU 630-7am News	CM	6:30 AM-7:00 AM	-----1	:30	1	\$175.00	P-6	0.00	NM	1	\$175.00
(Program: CBS6 SU MRN@6A) 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - 2Q22 average of news at 6a sun															
		<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	-----1			1			\$175.00			0.00		
N 7	WTVR	04/30/24	05/05/24	SU 7-730am News SU 7-730am News	CM	7:00 AM-7:30 AM	-----1	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
(Program: CBS6 SU MRN@7A) 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - 2Q23 average of Sun Morning News 7a															
		<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	-----1			1			\$225.00			0.00		
N 8	WTVR	04/30/24	05/05/24	SU 730-8am News SU 730-8am News	CM	7:30 AM-8:00 AM	-----1	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
(Program: CBS6 SU MRN@7A) 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - 3Q22 average of sun news at 7a															
		<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	-----1			1			\$250.00			0.00		
N 9	WTVR	04/30/24	05/05/24	SU 9-1030am SU 9-1030am	CM	9:00 AM-10:30 AM	-----1	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
(Program: AVG. ALL WKS) 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - 2Q23 average of CBS News Sun Morning															
		<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	-----1			1			\$800.00			0.00		
N 10	WTVR	04/30/24	05/06/24	M-F 9-10am M-F 9-10am	CM	9:00 AM-10:00 AM	11111--	:30	5	\$250.00	P-1	0.00	NM	5	\$1,250.00
(Program: VA THS MORNING) 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - 2Q23 average of VA This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/30/24	05/06/24	11111--			5			\$250.00			0.00		
N 11	WTVR	04/30/24	05/06/24	M-F 12-1230pm News M-F 12-1230pm News	CM	12:00 PM-12:30 PM	11111--	:30	5	\$1,100.00	P-2	0.00	NM	5	\$5,500.00
(Program: CBS6 NEWS@NOON) 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - 2Q23 average of noon news															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/30/24	05/06/24	11111--			5			\$1,100.00			0.00		
N 12	WTVR	04/30/24	05/06/24	M-F 530-6pm News M-F 530-6pm News	CM	5:30 PM-6:00 PM	11111--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
(Program: CBS6 NWS@5:30P) 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ACTUAL May/2023 Mo-Fr 5:30p-6:00p TIME PERIOD ON WTVR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/30/24	05/06/24	11111--			5			\$500.00			0.00		
N 13	WTVR	04/30/24	05/06/24	M-F 730-8pm News M-F 730-8pm News	CM	7:30 PM-8:00 PM	11111--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
(Program: CBS6NEWS 730PM) 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ACTUAL May/2023 Mo-Fr 7:30p-8:00p TIME PERIOD ON WTVR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/30/24	05/06/24	11111--			5			\$400.00			0.00		
N 14	WTVR	04/30/24	05/03/24	M-F 7-730pm M-F 7-730pm	CM	7:00 PM-7:30 PM	--1-1--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
(Program: ENT TONIGHT 30) 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - Jan'23-Apr'23 average of Entertainment Tonight on WWBT adjusted down 20% for delivery															
		<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	--1-1--			2			\$1,200.00			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
N 15	WTVR	04/30/24	05/06/24	Monday Prime B Various	CM	9:00 PM-10:00 PM	1-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
(Program: AVG. ALL WKS)															
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - Sep'22-May'23 average of NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/30/24	05/06/24	1-----			1			\$1,800.00		0.00			
N 16	WTVR	04/30/24	05/06/24	Monday Prime C Various	CM	10:00 PM-11:00 PM	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
(Program: AVG. ALL WKS)															
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - Sep'22-May'23 average of NCIS Hawaii															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/30/24	05/06/24	1-----			1			\$1,200.00		0.00			
N 17	WTVR	04/30/24	04/30/24	Tuesday Prime A Various	CM	8:00 PM-9:00 PM	-1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
(Program: AVG. ALL WKS)															
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - Sep'22-May'23 average of FBI															
		<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	-1-----			1			\$1,200.00		0.00			
N 18	WTVR	04/30/24	04/30/24	Tuesday Prime B Various	CM	9:00 PM-10:00 PM	-1-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
(Program: AVG. ALL WKS)															
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - Sep'22-May'23 average of FBI International															
		<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	-1-----			1			\$1,400.00		0.00			
N 19	WTVR	04/30/24	05/01/24	Wednesday Prime A Various	CM	8:00 PM-9:00 PM	--1----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
(Program: AVG. ALL WKS)															
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - Sep'22-May'23 average of Survivor															
		<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	--1----			1			\$1,300.00		0.00			
N 20	WTVR	04/30/24	05/02/24	Thursday Prime A Various	CM	8:00 PM-9:00 PM	---1---	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
(Program: AVG. ALL WKS)															
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - Sep'22-May'23 average of Young Sheldon and Ghosts															
		<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	---1---			1			\$1,100.00		0.00			
N 21	WTVR	04/30/24	05/05/24	Sunday Prime B Various	CM	8:00 PM-9:00 PM	-----1	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
(Program: AVG. ALL WKS)															
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - Oct'22-May'23 average of Equalizer (tp)															
		<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	-----1			1			\$1,700.00		0.00			
N 22	WTVR	04/30/24	05/06/24	M-F 11-1135pm News M-F 11-1135pm News	CM	11:00 PM-11:35 PM	11111--	:30	5	\$575.00	P-2	0.00	NM	5	\$2,875.00
(Program: CBS6 NEWS@11P<)															
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - 2Q23 average of news at 11p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/30/24	05/06/24	11111--			5			\$575.00		0.00			
N 23	WTVR	04/30/24	05/05/24	SA-SU 11-1135pm News SA-SU 11-1135pm News	CM	11:00 PM-11:35 PM	-----11	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
(Program: AVG. ALL WKS<)															
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - 2Q23 average of wknd news at 11p															
		<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	-----11			2			\$400.00		0.00			
													Totals	53	\$36,425.00