

# ORDER



**Orders**  
**Order / Rev:** 4441047  
**Alt Order #:** 28393300  
**Product Desc:** Issue  
**Estimate:** 14684  
**Flight Dates:** 09/24/24 - 09/30/24  
**Original Date / Rev:** 04/18/24 / 04/18/24  
**Order Type:** REG

**Lansing WLAJ**  
**Primary AE:** Katz Political  
**Sales Office:** K-POL  
**Sales Region:** Nat

**Agency**  
**Name:** Targeted Platform Media LLC  
**Buying Contact:** Jenna Lerario  
**Billing Contact:**  
 P.O. Box 237  
 Crownsville, MD 21032-0237

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

**Advertiser**  
**Name:** POL/Michigan Democratic State Centr  
**Demographic:** HH  
**Product Codes:** PL13  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS  
**Priority:** P2

**Order Brand:**  
**New Business End:**  
**Advertiser External ID:** IN16749  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/26/24	09/29/24	1	\$750.00	\$637.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2024	1	\$750.00	\$637.50	0.00
<b>Totals</b>	<b>1</b>	<b>\$750.00</b>	<b>\$637.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Political			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
Lansing WLAJ	10%	\$750.00
Market	100%	\$7,500.00

**Competitive Share**

	Share	Total
ABL	0%	\$0.00
CABLE	0%	\$0.00
ELAJ	0%	\$0.00
GLNS	0%	\$0.00
UNKWN	90%	\$6,750.00
WHTV	0%	\$0.00
WILX	0%	\$0.00
WKAR	0%	\$0.00
WLNS	0%	\$0.00
WSYM	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLAJ	09/28/24	09/28/24	GMA Sa GMA Sa	CM	8a-10a	-----S-	:15/:15	1	\$750.00	P2	0.00	BK	1	\$750.00
GMA Sat. Hour 2 [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/23/24	09/29/24	-----S-	1	\$750.00	0.00								

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Advertiser: POL/Michigan Democratic State Central  
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**Lansing WLAJ**

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: 09/23/24	09/29/24	-----S-	1	\$750.00	0.00								
													Totals	1	\$750.00