

# ORDER



**Orders**  
**Order / Rev:** 3540019  
**Alt Order #:** 27779110  
**Product Desc:** Political  
**Estimate:** 10718  
**Flight Dates:** 10/04/22 - 10/10/22  
**Original Date / Rev:** 05/12/22 / 05/12/22  
**Order Type:** REG

**Lansing WLAJ**  
**Primary AE:** Katz Washington  
**Sales Office:** K-WAS  
**Sales Region:** Nat

**Agency Name:** Great American Media  
**Buying Contact:** ANDREW HUTSON  
**Billing Contact:**  
 3050 K Street NW  
 Washington, DC 20007

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

**Advertiser Name:** POL/Put Michigan First PAC  
**Demographic:** A35+  
**Product Codes:** PL6  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS  
**Priority:** P2

**Order Brand:**  
**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:** IN3307/TO232  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/22	10/30/22	53	\$38,550.00	\$32,767.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	53	\$38,550.00	\$32,767.50	0.00
<b>Totals</b>	<b>53</b>	<b>\$38,550.00</b>	<b>\$32,767.50</b>	<b>0.00</b>

**Account Executives**

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

**Order Share**

	Share	Total
Lansing WLAJ	15%	\$38,550.00
Market	100%	\$257,000.00

**Competitive Share**

	Share	Total
ABL	0%	\$0.00
CABLE	0%	\$0.00
ELAJ	0%	\$0.00
GLNS	0%	\$0.00
UNKWN	85%	\$218,450.00
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	10/04/22	10/10/22	6 News at 6-7am (Simul)	CM	6a-7a	-1111--	:30	4	\$200.00	P2	0.00	NM	4	\$800.00
				6 News at 6-7am (Simul)											
News 6 at 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/04/22	10/10/22	-1111--	4	\$200.00	0.00								

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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
N 2	WLAJ	10/04/22	10/10/22	GMA Good Morning America	CM	Good Morning Am	22111--	:30	7	\$500.00	P2	0.00	NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/22	10/10/22	22111--					7	\$500.00		0.00			
N 3	WLAJ	10/08/22	10/08/22	GMA Sa GMA Sa	CM	8a-10a	-----S-	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/22	10/09/22	-----S-					1	\$500.00		0.00			
N 4	WLAJ	10/09/22	10/09/22	GMA Su GMA Su	CM	8a-9a	-----S	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/22	10/09/22	-----S					1	\$500.00		0.00			
N 5	WLAJ	10/04/22	10/10/22	The View The View	CM	1058a-12p	-1111--	:30	4	\$250.00	P2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/22	10/10/22	-1111--					4	\$250.00		0.00			
N 6	WLAJ	10/04/22	10/10/22	M-F 12p-1p THE REAL	CM	12p-1p	-1111--	:30	4	\$150.00	P2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/22	10/10/22	-1111--					4	\$150.00		0.00			
N 7	WLAJ	10/04/22	10/10/22	General Hospital General Hospital	CM	2p-3p	-1111--	:30	4	\$250.00	P2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/22	10/10/22	-1111--					4	\$250.00		0.00			
N 8	WLAJ	10/04/22	10/10/22	M-F 4p-5p ELLEN	CM	M-F 3:58:26pm	-511111--	:30	5	\$250.00	P2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/22	10/10/22	11111--					5	\$250.00		0.00			
N 9	WLAJ	10/04/22	10/10/22	6 News at 5p(WLNS Simul.) 6 News at 5p(WLNS Simul.)	CM	458p-529p	-111---	:30	3	\$500.00	P2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/22	10/10/22	-111---					3	\$500.00		0.00			
N 10	WLAJ	10/04/22	10/10/22	6 News at 5:30p(WLNS Simul.) 6 News at 530p(WLNS Sim.)	CM	M-F 530p-6p	-111---	:30	3	\$500.00	P2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/22	10/10/22	-111---					3	\$500.00		0.00			
N 11	WLAJ	10/04/22	10/10/22	6 News at 6 (WLNS Simul.) 6 News at 6 (WLNS Simul.)	CM	6p-630p	-11----	:30	2	\$1,000.00	P2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/22	10/10/22	-11----					2	\$1,000.00		0.00			
N 12	WLAJ	10/04/22	10/10/22	ABC World News Tonight ABC World News Tonight	CM	630p-7p	-11----	:30	2	\$2,500.00	P2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/22	10/10/22	-11----					2	\$2,500.00		0.00			
N 13	WLAJ	10/04/22	10/10/22	6 News at 11 (Simulcast) Late News	CM	1101p-1135p	-111---	:30	3	\$500.00	P2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/04/22	10/10/22	-111---					3	\$500.00		0.00			
N 14	WLAJ	10/08/22	10/08/22		CM	6 News @ 11 SAT	-----S-	:30	1	\$500.00	P2	0.00	NM	1	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LN Sa											
				6 News @ 11 SAT											
				6 News at 11pm Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/03/22	10/09/22	-----S-	1	\$500.00	0.00								
N 15	WLAJ	10/09/22	10/09/22	LN Su	CM	6 News @ 11 SUN	-----S	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
				6 News @ 11 SUN on ABC53											
				6 News at 11pm Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/03/22	10/09/22	-----S	1	\$500.00	0.00								
N 16	WLAJ	10/04/22	10/10/22	Jimmy Kimmel	CM	1135p-1237a	-111---	:30	3	\$250.00	P2	0.00	NM	3	\$750.00
				Jimmy Kimmel											
				Jimmy Kimmel Live-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/04/22	10/10/22	-111---	3	\$250.00	0.00								
N 17	WLAJ	10/08/22	10/08/22	Sa 12a-1a	CM	12a-1a	-----S-	:30	1	\$150.00	P2	0.00	NM	1	\$150.00
				CASTLE											
				Castle											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/03/22	10/09/22	-----S-	1	\$150.00	0.00								
N 18	WLAJ	10/10/22	10/10/22	Mon Prime Other 1	CM	757p-10p	M-----	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
				DANCING WITH THE STARS											
				Dancing With the Stars-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/10/22	10/16/22	M-----	1	\$2,000.00	0.00								
N 19	WLAJ	10/10/22	10/10/22	Mon Prime Hour 3	CM	10p-1101p	M-----	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
				THE GOOD DOCTOR											
				The Good Doctor-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/10/22	10/16/22	M-----	1	\$2,000.00	0.00								
N 20	WLAJ	10/06/22	10/06/22	Thur Prime Hour 2	CM	9p-10p	---T---	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
				GREY'S ANATOMY											
				Grey's Anatomy-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/03/22	10/09/22	---T---	1	\$2,000.00	0.00								
N 21	WLAJ	10/08/22	10/08/22	NCAA College FB 330-7p	CM	330p-7p	-----S-	:30	1	\$10,000.00	P2	0.00	NM	1	\$10,000.00
				NCAA College FB 330-7p (3:30 PM-7:00 PM)											
				U MI Coll FB											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/03/22	10/09/22	-----S-	1	\$10,000.00	0.00								
													Totals	53	\$38,550.00