

# ORDER



**Orders**  
**Order / Rev:** 3539856  
**Alt Order #:** 27779121  
**Product Desc:** Political  
**Estimate:** 10715  
**Flight Dates:** 09/13/22 - 09/19/22  
**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:** HH  
**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
08/29/22	09/25/22	40	\$22,850.00	\$19,422.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2022	40	\$22,850.00	\$19,422.50	0.00
<b>Totals</b>	<b>40</b>	<b>\$22,850.00</b>	<b>\$19,422.50</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%	\$22,850.00
Market	100%	\$152,333.33

**Competitive Share**

	Share	Total
ABL	0%	\$0.00
CABLE	0%	\$0.00
ELAJ	0%	\$0.00
GLNS	0%	\$0.00
UNKWN	85%	\$129,483.33
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	09/13/22	09/19/22	6 News at 6-7am (Simul)	CM	6a-7a	11111--	:30	5	\$200.00	P2	0.00	NM	5	\$1,000.00
				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: 09/13/22	09/19/22	11111--	5	\$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	09/13/22	09/19/22	GMA Good Morning America	CM	Good Morning Am	-1111--	:30	4	\$500.00	P2	0.00	NM	4	\$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: 09/13/22	09/19/22	-1111--					4	\$500.00		0.00			
N 3	WLAJ	09/18/22	09/18/22	GMA Su Good Morning America Sunday	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: 09/12/22	09/18/22	-----S					1	\$500.00		0.00			
N 4	WLAJ	09/13/22	09/19/22	The View The View	CM	1058a-12p	-111---	:30	3	\$250.00	P2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/22	09/19/22	-111---					3	\$250.00		0.00			
N 5	WLAJ	09/13/22	09/19/22	General Hospital General Hospital	CM	2p-3p	-111---	:30	3	\$150.00	P5	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/22	09/19/22	-111---					3	\$150.00		0.00			
N 6	WLAJ	09/13/22	09/19/22	M-F 3p-4p FAMILY FEUD	CM	3p-4p	-11----	:30	2	\$200.00	P2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/22	09/19/22	-11----					2	\$200.00		0.00			
N 7	WLAJ	09/13/22	09/19/22	M-F 4p-5p ELLEN	CM	M-F 3:58:26pm	-5-11----	:30	2	\$250.00	P2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/22	09/19/22	-11----					2	\$250.00		0.00			
N 8	WLAJ	09/13/22	09/19/22	6 News at 5:30p(WLNS 6M 6 News at 530p(WLNS Sim.)	CM	M-F 530p-6p	-11----	:30	2	\$500.00	P2	0.00	NM	2	\$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: 09/13/22	09/19/22	-11----					2	\$500.00		0.00			
N 9	WLAJ	09/13/22	09/19/22	6 News at 6 (WLNS Sim)GM 6 News at 6 (WLNS Simul.)	CM	6p-630p	-11----	:30	2	\$750.00	P2	0.00	NM	2	\$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: 09/13/22	09/19/22	-11----					2	\$750.00		0.00			
N 10	WLAJ	09/13/22	09/19/22	ABC World News TonightCM ABC World News Tonight	CM	630p-7p	-1-----	:30	1	\$2,000.00	P2	0.00	NM	1	\$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: 09/13/22	09/19/22	-1-----					1	\$2,000.00		0.00			
N 11	WLAJ	09/13/22	09/19/22	M-F 730p-8p FAMILY FEUD	CM	730p-8p	-111---	:30	3	\$750.00	P2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/22	09/19/22	-111---					3	\$750.00		0.00			
N 12	WLAJ	09/17/22	09/17/22	Sa 730p-8p FAMILY FEUD	CM	730p-758p	-----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: 09/12/22	09/18/22	-----S-					1	\$500.00		0.00			
N 13	WLAJ	09/13/22	09/19/22	6 News at 11 (Simulcast)CM 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: 09/13/22	09/19/22	-111---					3	\$500.00		0.00			
N 14	WLAJ	09/18/22	09/18/22		CM	6 News @ 11 SUN	-----S	:30	1	\$500.00	P2	0.00	NM	1	\$500.00

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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
				LN Su											
				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:		09/12/22	09/18/22	-----S		1				\$500.00		0.00			
N 15	WLAJ	09/13/22	09/19/22	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237a	-111---	:30	3	\$250.00	P2	0.00	NM	3	\$750.00
				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:		09/13/22	09/19/22	-111---		3				\$250.00		0.00			
N 16	WLAJ	09/17/22	09/17/22	Sa 12a-1a CASTLE	CM	12a-1a	-----S-	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
				Castle											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/12/22	09/18/22	-----S-		1				\$250.00		0.00			
N 17	WLAJ	09/17/22	09/17/22	NCAA College FB 12-330M NCAA College FB 12-330p (12:00 PM-3:30 PM)	CM	12p-330p	-----S-	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
				ABC College Football Early Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/12/22	09/18/22	-----S-		1				\$2,000.00		0.00			
N 18	WLAJ	09/17/22	09/17/22	NCAA College FB 330-7PM NCAA College FB 330-7p (3:30 PM-7:00 PM)	CM	330p-7p	-----S-	:30	1	\$2,500.00	P2	0.00	NM	1	\$2,500.00
				ABC College Football Late Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/12/22	09/18/22	-----S-		1				\$2,500.00		0.00			
N 19	WLAJ	09/17/22	09/17/22	U of M College Football U of M College Football (7:30 PM-11:00 PM)	CM	U of M College Fo	-----S-	:30	1	\$2,500.00	P2	0.00	NM	1	\$2,500.00
				ABC Saturday Night College Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/12/22	09/18/22	-----S-		1				\$2,500.00		0.00			
													Totals	40	\$22,850.00