

ORDER



Orders
Order / Rev: 3539934
Alt Order #: 27779115
Product Desc: Political
Estimate: 10716
Flight Dates: 09/20/22 - 09/26/22
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
08/29/22	09/25/22	43	\$24,350.00	\$20,697.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2022	43	\$24,350.00	\$20,697.50	0.00
Totals	43	\$24,350.00	\$20,697.50	0.00

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%	\$24,350.00
Market	100%	\$162,333.33

Competitive Share

	Share	Total
ABL	0%	\$0.00
CABLE	0%	\$0.00
ELAJ	0%	\$0.00
GLNS	0%	\$0.00
UNKWN	85%	\$137,983.33
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	09/20/22	09/23/22	6 News at 6-7am (Simul)	CM	6a-7a	-2111--	: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: 09/19/22	09/25/22	-2111--	5	\$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 2	WLAJ	09/20/22	09/23/22	GMA Good Morning America	CM	Good Morning Am	-2111--	:30	5	\$500.00	P2	0.00	NM	5	\$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: 09/19/22	09/25/22	-2111--					5	\$500.00		0.00			
N 3	WLAJ	09/25/22	09/25/22	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: 09/19/22	09/25/22	-----S					1	\$500.00		0.00			
N 4	WLAJ	09/20/22	09/23/22	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: 09/19/22	09/25/22	-111---					3	\$250.00		0.00			
N 5	WLAJ	09/20/22	09/23/22	General Hospital General Hospital	CM	2p-3p	-111---	:30	3	\$150.00	P3	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: 09/19/22	09/25/22	-111---					3	\$150.00		0.00			
N 6	WLAJ	09/20/22	09/23/22	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: 09/19/22	09/25/22	-11----					2	\$200.00		0.00			
N 7	WLAJ	09/20/22	09/23/22	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: 09/19/22	09/25/22	-11----					2	\$250.00		0.00			
N 8	WLAJ	09/20/22	09/23/22	6 News at 5p(WLNS Simul.) 6 News at 5p(WLNS Simul.)	CM	458p-529p	-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: 09/19/22	09/25/22	-11----					2	\$500.00		0.00			
N 9	WLAJ	09/20/22	09/23/22	6 News at 5:30p(WLNS Simul.) 6 News at 5:30p(WLNS Simul.)	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: 09/19/22	09/25/22	-11----					2	\$500.00		0.00			
N 10	WLAJ	09/20/22	09/23/22	6 News at 6 (WLNS Simul.) 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: 09/19/22	09/25/22	-11----					2	\$750.00		0.00			
N 11	WLAJ	09/20/22	09/23/22	ABC World News Tonight 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: 09/19/22	09/25/22	-1-----					1	\$2,000.00		0.00			
N 12	WLAJ	09/20/22	09/23/22	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: 09/19/22	09/25/22	-111---					3	\$750.00		0.00			
N 13	WLAJ	09/24/22	09/24/22	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: 09/19/22	09/25/22	-----S-					1	\$500.00		0.00			
N 14	WLAJ	09/20/22	09/23/22		CM	1101p-1135p	-111---	:30	3	\$500.00	P2	0.00	NM	3	\$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
				6 News at 11 (Simulcast)											
				Late News											
				News 6 at 11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/19/22	09/25/22	-111---			3			\$500.00			0.00		
N 15	WLAJ	09/25/22	09/25/22	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:		09/19/22	09/25/22	-----S			1			\$500.00			0.00		
N 16	WLAJ	09/20/22	09/23/22	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:		09/19/22	09/25/22	-111---			3			\$250.00			0.00		
N 17	WLAJ	09/24/22	09/24/22	Sa 12a-1a	CM	12a-1a	-----S-	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
				CASTLE											
				Castle											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/19/22	09/25/22	-----S-			1			\$250.00			0.00		
N 18	WLAJ	09/24/22	09/24/22	NCAA College FB 12-330M	CM	12p-330p	-----S-	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
				NCAA College FB 12-330p (12:00 PM-3:30 PM)											
				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:		09/19/22	09/25/22	-----S-			1			\$2,000.00			0.00		
N 19	WLAJ	09/24/22	09/24/22	NCAA College FB 330-7PM	CM	330p-7p	-----S-	:30	1	\$2,500.00	P2	0.00	NM	1	\$2,500.00
				NCAA College FB 330-7p (3:30 PM-7:00 PM)											
				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:		09/19/22	09/25/22	-----S-			1			\$2,500.00			0.00		
N 20	WLAJ	09/24/22	09/24/22	U of M College Football	CM	U of M College Football	-----S-	:30	1	\$2,500.00	P2	0.00	NM	1	\$2,500.00
				U of M College Football (7:30 PM-11:00 PM)											
				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:		09/19/22	09/25/22	-----S-			1			\$2,500.00			0.00		
													Totals	43	\$24,350.00