

ORDER



Orders
Order / Rev: 2905458
Alt Order #: WOC14631243
Product Desc: ISSUE
Estimate: 14706
Flight Dates: 04/25/24 - 04/30/24
Original Date / Rev: 04/24/24 / 04/24/24
Order Type: General

Primary AE: Jim Quinn
Sales Office: TSPHI
Sales Region: NAT

Agency Name: Targeted Platform Media, LLC / POL
Buying Contact:
Billing Contact:
 1291 Hollywood Ave
 Annapolis, MD 21403

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

Advertiser Name: ISS/ Protect Progress
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue
Priority: P04

New Business End:
Advertiser External ID: M230455
Agency External ID: 20383AG
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/28/24	42	\$14,440.00	\$12,274.00
04/29/24	04/30/24	20	\$6,560.00	\$5,576.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	42	\$14,440.00	\$12,274.00	0.00
May 2024	20	\$6,560.00	\$5,576.00	0.00
Totals	62	\$21,000.00	\$17,850.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WGRZ	35%	\$21,000.00
Market	100%	\$60,000.00

Competitive Share

	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	65%	\$39,000.00
WIVB	0%	\$0.00
WKBW	0%	\$0.00
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	0%	\$0.00
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WGRZ	04/25/24	04/30/24	Local News @ 430a M-FCM 2 EARLY DAYBREAK (430A)		430-5a	11-1---	:30	3	\$45.00	P02	0.00	NM	3	\$135.00

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WGRZ

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N 2	WGRZ	04/25/24	04/30/24	Local News @ 5a M-F EARLY DAYBREAK	CM	5-6a	11-11--	:30	4	\$175.00	P03	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/24	05/01/24	11-1---		3				\$45.00		0.00			
N 3	WGRZ	04/25/24	04/30/24	Local News @ 6a M-F DAYBREAK	CM	6-7a	11-11--	:30	4	\$400.00	P03	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/24	05/01/24	11-11--		4				\$175.00		0.00			
N 4	WGRZ	04/25/24	04/30/24	Today Show TODAY SHOW	CM	7-9a	11-11--	:30	4	\$400.00	P03	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/24	05/01/24	11-11--		4				\$400.00		0.00			
N 5	WGRZ	04/25/24	04/29/24	Dateline 1130a-1230p DATELINE (M-F)	CM	1130a-1230p	M-F 1--11--	:30	3	\$90.00	P04	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/24	05/01/24	1--11--		3				\$90.00		0.00			
N 6	WGRZ	04/25/24	04/29/24	Today Show 3rd Hour TODAY SHOW 3RD HOUR	CM	9-10a	1--11--	:30	3	\$200.00	P04	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/24	05/01/24	1--11--		3				\$200.00		0.00			
N 7	WGRZ	04/25/24	04/29/24	Today Show 4th Hour TODAY SHOW W/ HODA & JET	CM	10-11a	1--11--	:30	3	\$150.00	P03	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: 04/25/24	05/01/24	1--11--		3				\$150.00		0.00			
N 8	WGRZ	04/25/24	04/29/24	Local News @ 11a M-F CHANNEL 2 NEWS MIDDAY RI	CM	11-1130a	1--11--	:30	3	\$300.00	P02	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/24	05/01/24	1--11--		3				\$300.00		0.00			
N 9	WGRZ	04/25/24	04/29/24	Jennifer Hudson 3-4p JENNIFER HUDSON	CM	3-4p	1--11--	:30	3	\$80.00	P04	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/24	05/01/24	1--11--		3				\$80.00		0.00			
N 10	WGRZ	04/25/24	04/28/24	Local News @ 6p Su SUNDAY 6PM NEWS	CM	6-630p	-----1	:30	1	\$440.00	P03	0.00	NM	1	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	-----1		1				\$440.00		0.00			
N 11	WGRZ	04/25/24	04/27/24	Local News @ 6p Sa SATURDAY 6PM NEWS	CM	6-630p	-----1-	:30	1	\$440.00	P03	0.00	NM	1	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	-----1-		1				\$440.00		0.00			
N 12	WGRZ	04/25/24	04/29/24	Local News @ 6p M-F WGRZ 6PM NEWS	CM	6-630p	1--11--	:30	3	\$750.00	P04	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: 04/25/24	05/01/24	1--11--		3				\$750.00		0.00			
N 13	WGRZ	04/25/24	04/29/24	Local News @ 5p M-F CH 2 NEWS AT 5PM	CM	5-530p	1--11--	:30	3	\$500.00	P03	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: 04/25/24	05/01/24	1--11--		3				\$500.00		0.00			
N 14	WGRZ	04/25/24	04/29/24	Local News @ 530p M-F CH 2 NEWS AT 5:30PM	CM	530-6p	1--11--	:30	3	\$500.00	P03	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: 04/25/24	05/01/24	1--11--		3				\$500.00		0.00			
N 15	WGRZ	04/25/24	04/29/24	NBC Nightly News NBC Nightly News	CM	NBC Nightly News	1--11--	:30	3	\$1,100.00	P03	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/24	05/01/24	1--11--		3				\$1,100.00		0.00			
N 16	WGRZ	04/25/24	04/29/24		CM	7-730p		:30	3	\$350.00	P04	0.00	NM	3	\$1,050.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				ET 7-730p			1--11--								
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/25/24	05/01/24	1--11--		3			\$350.00			0.00			
N17	WGRZ	04/25/24	04/29/24	LN (M-Su)	CM	M-Su 11p & Dlyd E1-	1--1111	:30	5	\$350.00	P03	0.00	NM	5	\$1,750.00
				LATE NEWS M-SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/25/24	05/01/24	1--1111		5			\$350.00			0.00			
N18	WGRZ	04/25/24	04/29/24	Tonight Show	CM	1135p-1237a	1--11--	:30	3	\$150.00	P03	0.00	NM	3	\$450.00
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/25/24	05/01/24	1--11--		3			\$150.00			0.00			
N19	WGRZ	04/25/24	04/27/24	Saturday Night Live	CM	1130p-105a	-----1-	:30	1	\$340.00	P03	0.00	NM	1	\$340.00
				SATURDAY NIGHT LIVE											
				(11:30 PM-1:00 XM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/22/24	04/28/24	-----1-		1			\$340.00			0.00			
N20	WGRZ	04/25/24	04/28/24	Local News @ 630a Su	CM	630-7a	-----1	:30	1	\$175.00	P03	0.00	NM	1	\$175.00
				EARLY SUNDAY DAYBREAK											
				(6:30 AM-7:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/22/24	04/28/24	-----1		1			\$175.00			0.00			
N21	WGRZ	04/25/24	04/28/24	Local News @ 7a Su	CM	7-8a	-----1	:30	1	\$285.00	P03	0.00	NM	1	\$285.00
				SUNDAY DAYBREAK											
				(7:00 AM-8:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/22/24	04/28/24	-----1		1			\$285.00			0.00			
N22	WGRZ	04/25/24	04/28/24	Today Show Su	CM	8a-9a	-----1	:30	1	\$325.00	P04	0.00	NM	1	\$325.00
				SUNDAY TODAY											
				(8:00 AM-9:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/22/24	04/28/24	-----1		1			\$325.00			0.00			
N23	WGRZ	04/25/24	04/27/24	Local News @ 6a Sa	CM	Sat Early Daybreak	-----1-	:30	1	\$175.00	P03	0.00	NM	1	\$175.00
				DAYBREAK SATURDAY 6a											
				(6:00 AM-7:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/22/24	04/28/24	-----1-		1			\$175.00			0.00			
N24	WGRZ	04/25/24	04/27/24	Local News @ 8a/830a \$M	CM	8-9a / 830-930a S	-----1-	:30	1	\$250.00	P03	0.00	NM	1	\$250.00
				DAYBREAK SATURDAY 8:30a											
				(8:30 AM-9:30 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/22/24	04/28/24	-----1-		1			\$250.00			0.00			
N25	WGRZ	04/25/24	04/27/24	Today Show Sa	CM	7a-9a	-----1-	:30	1	\$275.00	P03	0.00	NM	1	\$275.00
				SATURDAY TODAY											
				(7:00 AM-8:30 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/22/24	04/28/24	-----1-		1			\$275.00			0.00			
													Totals	62	\$21,000.00