

# ORDER



**WMLW-TV**

**Orders**  
**Order / Rev:** 420461  
**Alt Order #:** 10332145  
**Product Desc:** against Evers  
**Estimate:** 1487  
**Flight Dates:** 10/26/22 - 11/01/22  
**Original Date / Rev:** 10/17/22 / 10/17/22  
**Order Type:** GENERAL

**Primary AE:** Jay Smith  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency Name:** Pinpoint Media  
**Buying Contact:** Danette Segroves  
**Billing Contact:** Danette Segroves  
 1707 Osage Street  
 Alexandria, VA 22302

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

**Advertiser Name:** Issue/ACC Wisconsin PAC  
**Demographic:** HH  
**Product Codes:** PL Issue  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** POL

**New Business Thru:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/22	10/30/22	14	\$3,750.00	\$3,187.50
10/31/22	11/01/22	7	\$2,100.00	\$1,785.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	14	\$3,750.00	\$3,187.50	0.00
November 2022	7	\$2,100.00	\$1,785.00	0.00
<b>Totals</b>	<b>21</b>	<b>\$5,850.00</b>	<b>\$4,972.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jay Smith			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WMLW-TV	1%	\$5,850.00
Market	100%	\$585,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$5,850.00
WCGV	1%	\$5,850.00
WDJT	20%	\$117,000.00
WISN	27%	\$157,950.00
WITI	32%	\$187,200.00
WPXE	0%	\$0.00
WTMJ	18%	\$105,300.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WMLW	10/31/22	10/31/22	M-F 5p-6p Young Sheldon	CM	5pm- 6pm (5:30 PM-6:00 PM)	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/31/22	11/06/22	1-----	1	\$150.00	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/31/22	11/06/22	1-----	1	\$150.00	0.00								
2	WMLW	11/01/22	11/01/22	M-F 5p-6p Young Sheldon	CM	5pm- 6pm (5:30 PM-6:00 PM)	- 1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/31/22	11/06/22	- 1-----	1	\$150.00	0.00								
3	WMLW	10/26/22	10/26/22	M-F 5p-6p Young Sheldon	CM	5pm- 6pm (5:30 PM-6:00 PM)	-- 1----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/22	10/30/22	-- 1----	1	\$150.00	0.00								
4	WMLW	10/28/22	10/28/22	M-F 5p-6p Young Sheldon	CM	5pm- 6pm (5:30 PM-6:00 PM)	---- 1--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/22	10/30/22	---- 1--	1	\$150.00	0.00								
5	WMLW	10/31/22	10/31/22	M-F 6p-630p Big Bang Theory	CM	6p-630p	1-----	:30	1	\$500.00	P-2	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:		10/31/22	11/06/22	1-----	1	\$500.00	0.00								
6	WMLW	10/26/22	10/26/22	M-F 6p-630p Big Bang Theory	CM	6p-630p	-- 1----	:30	1	\$500.00	P-2	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:		10/24/22	10/30/22	-- 1----	1	\$500.00	0.00								
7	WMLW	10/27/22	10/27/22	M-F 6p-630p Big Bang Theory	CM	6p-630p	--- 1---	:30	1	\$500.00	P-2	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:		10/24/22	10/30/22	--- 1---	1	\$500.00	0.00								
8	WMLW	10/31/22	10/31/22	M-F 630p-7p Big Bang Theory	CM	630p-7p	1-----	:30	1	\$500.00	P-2	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:		10/31/22	11/06/22	1-----	1	\$500.00	0.00								
9	WMLW	11/01/22	11/01/22	M-F 630p-7p Big Bang Theory	CM	630p-7p	- 1-----	:30	1	\$500.00	P-2	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:		10/31/22	11/06/22	- 1-----	1	\$500.00	0.00								
10	WMLW	10/26/22	10/26/22	M-F 630p-7p Big Bang Theory	CM	630p-7p	-- 1----	:30	1	\$500.00	P-2	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:		10/24/22	10/30/22	-- 1----	1	\$500.00	0.00								
11	WMLW	10/28/22	10/28/22	M-F 630p-7p Big Bang Theory	CM	630p-7p	---- 1--	:30	1	\$500.00	P-2	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:		10/24/22	10/30/22	---- 1--	1	\$500.00	0.00								
12	WMLW	10/31/22	10/31/22	M-F 9pm News M-F 9pm News - 1hr	CM	9p-10P	1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/31/22	11/06/22	1-----	1	\$150.00	0.00								
13	WMLW	11/01/22	11/01/22	M-F 9pm News M-F 9pm News - 1hr	CM	9p-10P	- 1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/31/22	11/06/22	- 1-----	1	\$150.00	0.00								
14	WMLW	10/26/22	10/26/22	M-F 9pm News M-F 9pm News - 1hr	CM	9p-10P	-- 1----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/22	10/30/22	-- 1----	1	\$150.00	0.00								
15	WMLW	10/27/22	10/27/22	M-F 9pm News M-F 9pm News - 1hr	CM	9p-10P	--- 1---	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/22	10/30/22	--- 1---	1	\$150.00	0.00								
16	WMLW	10/28/22	10/28/22		CM	9p-10P		:30	1	\$150.00	P-2	0.00	NM	1	\$150.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9pm News			----1--								
				M-F 9pm News - 1hr											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/22	10/30/22	----1--	1	\$150.00	0.00								
17	WMLW	10/29/22	10/29/22	Sat 530p-6p Young Sheldon - SAT	CM	Sat 530p-6p	-----1-	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/22	10/30/22	-----1-	1	\$100.00	0.00								
18	WMLW	10/29/22	10/29/22	Sat/Sun 6p-630p Big Bang Theory	CM	6p-630p	-----1-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/22	10/30/22	-----1-	1	\$200.00	0.00								
19	WMLW	10/30/22	10/30/22	Sat/Sun 6p-630p Big Bang Theory	CM	6p-630p	-----1	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/24/22	10/30/22	-----1	1	\$200.00	0.00								
20	WMLW	10/29/22	10/29/22	Sat/Sun 630p-7p Big Bang	CM	630p-7p	-----1-	:30	1	\$250.00	P-2	0.00	NM	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:		10/24/22	10/30/22	-----1-	1	\$250.00	0.00								
21	WMLW	10/30/22	10/30/22	Sat/Sun 630p-7p Big Bang	CM	630p-7p	-----1	:30	1	\$250.00	P-2	0.00	NM	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:		10/24/22	10/30/22	-----1	1	\$250.00	0.00								
													Totals	21	\$5,850.00

## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Pinpoint Media, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

- Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

**Station time requested by:**

Agency name: Pinpoint Media

Address: 4501 Ford Avenue #1109 Alexandria, VA 22301

Contact: Meredith Morton

Phone number: 571.970.6621

Email: meredith@pinpoint-media.tv

**Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):**

Name: ACC Wisconsin PAC

Address: 1747 Pennsylvania Avenue NW #250, Washington DC 20006

Contact: Staci Goede

Phone number: 202.662.4140

Email: staci@crosbyott.com

Station is authorized to announce the time as paid for by such person or entity.

**List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):**

JP Twist - Chair Person  
Mason Brown - Treasurer

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

**If ad refers to a federal candidate(s) or federal election, list ALL of the following:**

N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):


Date of election:

**Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:**

N/A

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature: 	Signature:
Name: Meredith Morton	Name:
Date of Request to Purchase Ad Time: 10/14/22	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station?  Yes  No Date ad received: \_\_\_\_\_

**Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).**

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted  
 Accepted IN PART (e.g., ad not received to determine content)\*  
 Rejected – provide reason:  
\_\_\_\_\_

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:	Station Call Letters:	Date Received/Requested:
Est. #:	Station Location:	Run Start and End Dates:

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.