ORDER

Order / Rev:	433145		2
Alt Order #:	10496581		F-1
Product Desc:	ACC WISCONSIN PAC		
Estimate:	1486		WMLW-TV
Flight Dates:	10/22/22 - 10/25/22	Primary AE:	Jay Smith
Original Date / Rev:	10/17/22 / 10/17/22	Sales Office:	HDC
Order Type:	GENERAL	Sales Region:	NAT
Name:	Pinpoint Media		
Buying Contact:	Danette Segroves	— Billing Type:	Cash
Billing Contact:	Danette Segroves	Billing Calendar:	Broadcast
	1707 Osage Street	Billing Cycle:	EOM/EOC
	Alexandria, VA 22302	Agency Commission:	15%
Name:	Issue/ACC Wisconsin PAC		
Demographic:	A35+	New Business Thru:	
Product Codes:	PL Issue	Advertiser External ID:	
Revenue Code 1:	AGY	Agency External ID:	
Revenue Code 2:	POL	Unit Code:	General
Revenue Code 3:	ISS	Order Separation:	00:15:00
Priority:	P-2		
	Alt Order #: Product Desc: Estimate: Flight Dates: Original Date / Rev: Order Type: Name: Buying Contact: Billing Contact: Billing Contact: Product Codes: Revenue Code 1: Revenue Code 2: Revenue Code 3:	Alt Order #: Product Desc: ACC WISCONSIN PAC Estimate: 1486 Flight Dates: Original Date / Rev: Order Type: GENERAL Pinpoint Media Buying Contact: Danette Segroves Billing Contact: Danette Segroves 1707 Osage Street Alexandria, VA 22302 Name: Product Codes: PL Issue Revenue Code 1: AGY Revenue Code 3: ISS	Alt Order #: 10496581 Product Desc: ACC WISCONSIN PAC Estimate: 1486 Flight Dates: 10/22/22 - 10/25/22 Primary AE: Original Date / Rev: 10/17/22 / 10/17/22 Sales Office: Order Type: GENERAL Sales Region: Name: Pinpoint Media Buying Contact: Danette Segroves Billing Type: Billing Contact: Danette Segroves Billing Calendar: 1707 Osage Street Billing Cycle: Alexandria, VA 22302 Agency Commission: Name: Issue/ACC Wisconsin PAC Demographic: A35+ New Business Thru: Product Codes: PL Issue Advertiser External ID: Revenue Code 1: AGY Agency External ID: Revenue Code 2: POL Unit Code: Revenue Code 3: ISS Order Separation:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/22	10/25/22	12	\$3,100.00	\$2,635.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	12	\$3,100.00	\$2,635.00	0.00
Totals	12	\$3,100.00	\$2,635,00	0.00

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%	\$3,100.00
Market	100%	\$310,000,00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$3,100.00
WDJT	21%	\$65,100.00
WISN	27%	\$83,700.00
WITI	32%	\$99,200.00
WPXE	0%	\$0.00
WTMJ	18%	\$55,800.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
1	V 1 V	WMLW	10/22/22	10/22/22	Sat 530p-6p	CM	Sat 530p-6p	1-	:30	1	\$100.00 P-2	0.00 NM	1	\$100.00
					Young Sheldon -	SAT								
		Star	t Date I	End Date	Weekdays	Spots/Week	Rate	Rating						
_	We	eek: 10/1	7/22	10/23/22	1-	1	\$100.00	0.00						
1	۷2 ۱	WMLW	10/22/22	10/22/22		CM	6p-630p	1-	:30	1	\$200.00 P-2	0.00 NM	1	\$200.00

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Totals

12

\$3,100.00

WMLW-TV

Order / Rev: 433145

Advertiser: Issue/ACC Wisconsin PAC

ACC WISCONSIN PAC Alt Order #: 10496581 Product Desc:

10/22/22 - 10/25/22 1486 Flight Dates: Estimate:

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount Sat/Sun 6p-630p Big Bang Theory Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 10/17/22 10/23/22 - - - - 1-\$200.00 0.00 N 3 WMLW 10/22/22 10/22/22 Sat/Sun 630p-7p СМ :30 \$250.00 P-2 0.00 NM 630p-7p ----1-1 \$250.00 Big Bang **End Date** Weekdays Rating Spots/Week Start Date Rate Week: 10/17/22 10/23/22 ----1-\$250.00 0.00 N 4 WMLW 10/23/22 10/23/22 Sat/Sun 6p-630p \$200.00 P-2 CM 6p-630p :30 1 0.00 NM 1 \$200.00 Big Bang Theory Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 10/17/22 10/23/22 ----1 \$200.00 0.00 N 5 WMLW 10/23/22 10/23/22 Sat/Sun 630p-7p СМ 630p-7p ----1 :30 \$250.00 P-2 0.00 NM \$250.00 Big Bang Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/17/22 10/23/22 ----1 \$250.00 0.00 N 6 WMLW 10/24/22 10/24/22 M-F 5p-6p СМ 530pm-6pm 1----:30 \$150.00 P-2 0.00 NM \$150.00 Young Sheldon (5:30 PM-6:00 PM) Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 10/24/22 10/30/22 0.00 \$150.00 N 7 WMLW 10/24/22 10/24/22 M-F 6p-630p СМ 1----:30 \$500.00 P-2 0.00 NM 6p-630p \$500.00 1 Big Bang Theory Weekdays Start Date **End Date** Spots/Week Rate Rating 10/30/22 Week: 10/24/22 \$500.00 0.00 1 N 8 WMLW 10/24/22 10/24/22 M-F 630p-7p СМ 1----:30 \$500.00 P-2 0.00 NM 630p-7p 1 \$500.00 Big Bang Theory Start Date Weekdays Spots/Week Rating **End Date** Rate 10/30/22 1-----Week: 10/24/22 \$500.00 0.00 N 9 WMLW 10/24/22 10/24/22 M-F 9pm News СМ :30 \$150.00 P-2 0.00 NM 9p-10P 1----1 \$150.00 1 M-F 9pm News - 1hr Spots/Week Rating Start Date Weekdays **End Date** Rate Week: 10/24/22 10/30/22 1----\$150.00 0.00 N10 WMLW 10/25/22 10/25/22 \$150.00 P-2 M-F 5p-6p CM 530pm-6pm - 1 - - - -:30 0.00 NM \$150.00 1 (5:30 PM-6:00 PM) Young Sheldon Start Date Weekdays Spots/Week **End Date** Rate Rating - 1----Week: 10/24/22 10/30/22 \$150.00 0.00 N11 WMLW 10/25/22 10/25/22 M-F 630p-7p CM 630p-7p - 1 - - - -:30 1 \$500.00 P-2 0.00 NM \$500.00 1 Big Bang Theory Start Date **End Date** Weekdays Spots/Week Rate Rating 10/30/22 Week: 10/24/22 - 1----\$500.00 0.00 N12 WMLW 10/25/22 10/25/22 M-F 9pm News CM 9p-10P -1----:30 \$150.00 P-2 0.00 NM \$150.00 M-F 9pm News - 1hr Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/24/22 10/30/22 - 1----\$150.00 0.00

WDJT-TV Political/Issue Form

Order(s): 433149 433136 433145

Station(s) WDJT

ISCI/AD-ID	TITLE	LENGTH
ACCWI22-TV-01H	Worst Criminals	:30
		.
Comment:against	Evers - crime, parole release	

Sales Manager: Adam Leston

Copy Coordinator: Beth Danielson