

ORDER



WMLW-TV

Orders
Order / Rev: 433145
Alt Order #: 10496581
Product Desc: ACC WISCONSIN PAC
Estimate: 1486
Flight Dates: 10/22/22 - 10/25/22
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: A35+
Product Codes: PL Issue
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-2

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	10/25/22	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 Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WMLW	10/22/22	10/22/22	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: 10/17/22	10/23/22	-----1-		1		\$100.00		0.00					
N 2	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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat/Sun 6p-630p Big Bang Theory											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/17/22	10/23/22	-----1-	1	\$200.00	0.00								
N 3	WMLW	10/22/22	10/22/22	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:		10/17/22	10/23/22	-----1-	1	\$250.00	0.00								
N 4	WMLW	10/23/22	10/23/22	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:		10/17/22	10/23/22	-----1	1	\$200.00	0.00								
N 5	WMLW	10/23/22	10/23/22	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:		10/17/22	10/23/22	-----1	1	\$250.00	0.00								
N 6	WMLW	10/24/22	10/24/22	M-F 5p-6p Young Sheldon	CM	530pm- 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								
N 7	WMLW	10/24/22	10/24/22	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								
N 8	WMLW	10/24/22	10/24/22	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								
N 9	WMLW	10/24/22	10/24/22	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								
N 10	WMLW	10/25/22	10/25/22	M-F 5p-6p Young Sheldon	CM	530pm- 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								
N 11	WMLW	10/25/22	10/25/22	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								
N 12	WMLW	10/25/22	10/25/22	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								
													Totals	12	\$3,100.00

WDJT-TV Political/Issue Form

Station(s) WDJT

Order(s): 433149 433136 433145

Advertise Issue/ACC Wisconsin PAC

Date: 10/21/22

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