

ORDER



WTHR

Orders
Order / Rev: 2520851
Alt Order #: WOC13716305
Product Desc: CTA
Estimate: 9894
Flight Dates: 07/19/22 - 08/07/22
Original Date / Rev: 07/18/22 / 07/18/22
Order Type: General

Primary AE: Kristen Waskie
Sales Office: TSPHI
Sales Region: NAT

Agency
Name: Canal Partners Media / POL
Buying Contact: _____
Billing Contact: _____
900 Circle 75 Pkwy, Suite 1650
Atlanta, GA 30339

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

Advertiser
Name: ISS/ Consumer Technology Associati
Demographic: HH
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: 200316
Agency External ID: 20042AG
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/27/22	07/31/22	23	\$13,050.00	\$11,092.50
08/01/22	08/07/22	13	\$7,500.00	\$6,375.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2022	23	\$13,050.00	\$11,092.50	0.00
August 2022	13	\$7,500.00	\$6,375.00	0.00
Totals	36	\$20,550.00	\$17,467.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTHR	25%	\$20,550.00
Market	100%	\$82,200.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	75%	\$61,650.00
WCLJ	0%	\$0.00
WFYI	0%	\$0.00
WHMB	0%	\$0.00
WIPB	0%	\$0.00
WIPX	0%	\$0.00
WISH	0%	\$0.00
WNDY	0%	\$0.00
WRTV	0%	\$0.00
WTBU	0%	\$0.00
WTIU	0%	\$0.00
WTTK	0%	\$0.00
WTTV	0%	\$0.00
WXIN	0%	\$0.00

Order / Rev: 2520851
 Alt Order #: WOC13716305
 Flight Dates: 07/19/22 - 08/07/22

Advertiser: ISS/ Consumer Technology Association
 Product Desc: CTA
 Estimate: 9894
WTHR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTHR	07/19/22	08/07/22	Local News @ 6a M-F 13 SUNRISE 6AM	CM	6:00 AM-7:00 AM	MTWTF--	:30	2	\$500.00	P04	0.00	NM	6	\$3,000.00
Q3 EST-CS (sell) - ESTIMATE IS BASED ON PAV of 13Snrs-6A on WTHR airing 65 times on 6/28/2021, 6/29/2021, 6/30/2021, 7/1/2021, 7/2/2021, 7/5/2021, 7/6/2021, 7/7/2021, 7/8/2021, 7/9/2021, 7/12/2021, 7/13/2021, 7/14/2021, 7/15/2021, 7/16/2021, 7/19/2021, 7/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/19/22	07/25/22	MTWTF--			2		\$500.00		0.00				
Week:		07/26/22	08/01/22	MTWTF--			2		\$500.00		0.00				
Week:		08/02/22	08/08/22	-TWTF--			2		\$500.00		0.00				
N 2	WTHR	07/19/22	08/07/22	Today Show TODAY SHOW	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	MTWTF--	:30	1	\$650.00	P03	0.00	NM	3	\$1,950.00
Q3 EST-CS (sell) - ESTIMATE IS BASED ON PAV of Today Show on WTHR airing 64 times on 6/28/2021, 6/29/2021, 6/30/2021, 7/1/2021, 7/2/2021, 7/5/2021, 7/6/2021, 7/7/2021, 7/8/2021, 7/9/2021, 7/12/2021, 7/13/2021, 7/14/2021, 7/15/2021, 7/16/2021, 7/19/2021, 7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/19/22	07/25/22	MTWTF--			1		\$650.00		0.00				
Week:		07/26/22	08/01/22	MTWTF--			1		\$650.00		0.00				
Week:		08/02/22	08/08/22	-TWTF--			1		\$650.00		0.00				
N 3	WTHR	07/19/22	08/07/22	Local News @ 1230p M-F 13 NEWS @ 12:30PM	CM	12:30 PM-1:00 PM	MTWTF--	:30	2	\$500.00	P03	0.00	NM	6	\$3,000.00
Q3 EST-CS (sell) - ESTIMATE IS BASED ON PAV of 13News-1230P on WTHR airing 54 times on 6/28/2021, 6/29/2021, 6/30/2021, 7/1/2021, 7/2/2021, 7/5/2021, 7/6/2021, 7/7/2021, 7/8/2021, 7/9/2021, 7/12/2021, 7/13/2021, 7/14/2021, 7/15/2021, 7/16/2021, 7/19/2021, 7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/19/22	07/25/22	MTWTF--			2		\$500.00		0.00				
Week:		07/26/22	08/01/22	MTWTF--			2		\$500.00		0.00				
Week:		08/02/22	08/08/22	-TWTF--			2		\$500.00		0.00				
N 4	WTHR	07/19/22	08/07/22	Local News @ 5p M-F 13 NEWS 5-6PM	CM	5:00 PM-6:00 PM	MTWTF--	:30	2	\$600.00	P04	0.00	NM	6	\$3,600.00
Q3 EST-CS (sell) - ESTIMATE IS BASED ON PAV of WTHR airing 13News-5P on 6/28/2021, 13News-530P on 6/28/2021, 13News-5P on 6/29/2021, 13News-530P on 6/29/2021, 13News-5P on 6/30/2021, 13News-530P on 6/30/2021, 13News-5P on 7/1/2021, 13News-530P on 7/1/2021															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/19/22	07/25/22	MTWTF--			2		\$600.00		0.00				
Week:		07/26/22	08/01/22	MTWTF--			2		\$600.00		0.00				
Week:		08/02/22	08/08/22	-TWTF--			2		\$600.00		0.00				
N 5	WTHR	07/19/22	08/07/22	Local News @ 6p M-F 13 NEWS AT 6PM	CM	6:00 PM-6:30 PM	MTWTF--	:30	2	\$1,000.00	P04	0.00	NM	6	\$6,000.00
Q3 EST-CS (sell) - ESTIMATE IS BASED ON PAV of 13News-6P on WTHR airing 55 times on 6/28/2021, 6/29/2021, 6/30/2021, 7/1/2021, 7/2/2021, 7/5/2021, 7/6/2021, 7/7/2021, 7/8/2021, 7/9/2021, 7/12/2021, 7/13/2021, 7/14/2021, 7/15/2021, 7/16/2021, 7/19/2021, 7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/19/22	07/25/22	MTWTF--			2		\$1,000.00		0.00				
Week:		07/26/22	08/01/22	MTWTF--			2		\$1,000.00		0.00				
Week:		08/02/22	08/08/22	-TWTF--			2		\$1,000.00		0.00				
N 6	WTHR	07/19/22	08/07/22	LN (M-Su) 13 NEWS AT 11PM (M-SU)	CM	11:00 PM-11:35 PM	MTWTFSS	:30	1	\$600.00	P04	0.00	NM	3	\$1,800.00
Q3 EST-CS (sell) - ESTIMATE IS BASED ON PAV of WTHR airing 13News-11P on 6/28/2021, 13News-11P on 6/29/2021, 13News-11P on 6/30/2021, 13News-11P on 7/1/2021, 13News-11P on 7/2/2021, 13News-11P on 7/5/2021, 13News-11P on 7/6/2021, 13News-11P on 7/7/2021, 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/19/22	07/25/22	MTWTFSS			1		\$600.00		0.00				
Week:		07/26/22	08/01/22	MTWTFSS			1		\$600.00		0.00				
Week:		08/02/22	08/08/22	-TWTFSS			1		\$600.00		0.00				
N 7	WTHR	07/19/22	08/07/22	Local News @ 6a Sa SATURDAY SUNRISE I (6-7A) (6:00 AM-7:00 AM)	CM	6:00 AM-7:00 AM	-----S-	:30	1	\$150.00	P04	0.00	NM	3	\$450.00
Q3 EST-CS (sell) - ESTIMATE IS BASED ON PAV of 13Snrs Wkd-6A on WTHR airing 7 times on 7/3/2021, 8/14/2021, 8/21/2021, 8/28/2021, 9/4/2021, 9/11/2021 and 9/18/2021															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/19/22	07/25/22	-----S-			1		\$150.00		0.00				
Week:		07/26/22	08/01/22	-----S-			1		\$150.00		0.00				
Week:		08/02/22	08/08/22	-----S-			1		\$150.00		0.00				
N 8	WTHR	07/19/22	08/07/22	Local News @ 7a Su SUNDAY SUNRISE II (7-8A)	CM	7:00 AM-8:00 AM	-----S	:30	1	\$250.00	P04	0.00	NM	3	\$750.00
Q3 EST-CS (sell) - ESTIMATE IS BASED ON PAV of 13Snrs Wkd-7A on WTHR airing 12 times on 7/4/2021, 7/11/2021, 7/25/2021,															

Order / Rev: 2520851
 Alt Order #: WOC13716305
 Flight Dates: 07/19/22 - 08/07/22

Advertiser: ISS/ Consumer Technology Association
 Product Desc: CTA
 Estimate: 9894

WTHR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8/1/2021, 8/8/2021, 8/15/2021, 8/22/2021, 8/29/2021, 9/5/2021, 9/12/2021, 9/19/2021 and 9/26/2021															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/19/22	07/25/22	-----S					1	\$250.00		0.00			
Week:		07/26/22	08/01/22	-----S					1	\$250.00		0.00			
Week:		08/02/22	08/08/22	-----S					1	\$250.00		0.00			
													Totals	36	\$20,550.00