

ORDER



Orders
Order / Rev: 2491624
 Alt Order #: WOC13638712
 Product Desc: CTA
 Estimate: 9768
 Flight Dates: 06/19/22 - 06/24/22
 Original Date / Rev: 06/15/22 / 06/15/22
 Order Type: General

WTHR

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

Agency
Name: Canal Partners Media / POL
 Buying Contact:
 Billing Contact: Chris Brimer
 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
05/30/22	06/24/22	20	\$12,100.00	\$10,285.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2022	20	\$12,100.00	\$10,285.00	0.00
Totals	20	\$12,100.00	\$10,285.00	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%	\$12,100.00
Market	100%	\$48,400.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	75%	\$36,300.00
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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTHR	06/19/22	06/24/22	Local News @ 6a M-F 13SUNRISE-6A	CM	6:00 AM-7:00 AM	1-1-1--	:30	3	\$650.00	P03	0.00	NM	3	\$1,950.00
Q2 EST-CS (sell) - 2Q ESTIMATE BASED ON 2Q22-TO-DATE (THROUGH 4/22/22) COMSCORE PERFORMANCE OF 13SUNRISE M-F 6-7AM ON WTHR. LIVE-ONLY DATA.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/19/22	06/25/22	1-1-1--	3	\$650.00	0.00								
N 2	WTHR	06/19/22	06/23/22	Today Show TODAY SHW<	CM	7:00 AM-9:00 AM	-1-1---	:30	2	\$650.00	P03	0.00	NM	2	\$1,300.00
Q2 EST-CS (sell) - 2Q ESTIMATE BASED ON 2Q22-TO-DATE (THROUGH 4/22/22) COMSCORE PERFORMANCE OF THE TODAY SHOW M-F 7-9AM ON WTHR. LIVE-ONLY DATA.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/19/22	06/25/22	-1-1---	2	\$650.00	0.00								
N 3	WTHR	06/19/22	06/24/22	Today Show 3rd Hour TDY 3RD HR-NBC<	CM	9:00 AM-10:00 AM	1-1-1--	:30	3	\$350.00	P04	0.00	NM	3	\$1,050.00
Q2 EST-CS (sell) - 2Q ESTIMATE BASED ON 2Q22-TO-DATE (THROUGH 4/22/22) COMSCORE PERFORMANCE OF TODAY (3RD HOUR) M-F 9-10AM ON WTHR. LIVE-ONLY DATA.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/19/22	06/25/22	1-1-1--	3	\$350.00	0.00								
N 4	WTHR	06/19/22	06/23/22	Local News @ 1230p M-F 13NEWS-1230P	CM	12:30 PM-1:00 PM	1-1-1--	:30	3	\$500.00	P03	0.00	NM	3	\$1,500.00
Q2 EST-CS (sell) - 2Q ESTIMATE BASED ON 2Q22-TO-DATE (THROUGH 4/22/22) COMSCORE PERFORMANCE OF 13NEWS M-F 12:30-1PM ON WTHR EXCLUDING TELECASTS EARNING ABOVE A 5.5 HH RATING. LIVE-ONLY DATA.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/19/22	06/25/22	1-1-1--	3	\$500.00	0.00								
N 5	WTHR	06/19/22	06/24/22	Local News @ 5p M-F 13NEWS-5P/13NEWS-530P	CM	5:00 PM-6:00 PM	--1-1--	:30	2	\$600.00	P04	0.00	NM	2	\$1,200.00
Q2 EST-CS (sell) - 2Q ESTIMATE BASED ON 2Q22-TO-DATE (THROUGH 4/22/22) COMSCORE PERFORMANCE OF 13NEWS M-F 5-6PM ON WTHR EXCLUDING TELECASTS EARNING A 7.5 HH RATING OR HIGHER. LIVE-ONLY DATA.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/19/22	06/25/22	--1-1--	2	\$600.00	0.00								
N 6	WTHR	06/19/22	06/23/22	Local News @ 6p M-F 13NEWS-6P	CM	6:00 PM-6:30 PM	1-1-1--	:30	3	\$1,000.00	P04	0.00	NM	3	\$3,000.00
Q2 EST-CS (sell) - 2Q ESTIMATE BASED ON 2Q22-TO-DATE (THROUGH 4/22/22) COMSCORE PERFORMANCE OF 13NEWS M-F 6-6:30PM ON WTHR EXCLUDING TELECASTS EARNING A 10.0 HH RATING OR HIGHER. LIVE-ONLY DATA.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/19/22	06/25/22	1-1-1--	3	\$1,000.00	0.00								
N 7	WTHR	06/19/22	06/23/22	LN (M-Su) 13NEWS-11P<	CM	11:00 PM-11:35 PM (11:00 PM-11:35 PM)	1-1--1	:30	3	\$600.00	P04	0.00	NM	3	\$1,800.00
Q2 EST-CS (sell) - 2Q ESTIMATE BASED ON 2Q22-TO-DATE (THROUGH 4/17/22) COMSCORE PERFORMANCE OF 13NEWS M-SU 11-11:30PM ON WTHR, EXCLUDING TELECASTS SPIKING ABOVE A 7.0 HH RATING. LIVE-ONLY DATA.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/19/22	06/25/22	-1-1--1	3	\$600.00	0.00								
N 8	WTHR	06/19/22	06/19/22	Local News @ 9a Su 13SNRS WKD-9A	CM	9:00 AM-10:00 AM	-----1	:30	1	\$300.00	P04	0.00	NM	1	\$300.00
Q2 EST-CS (sell) - 2Q ESTIMATE BASED ON 2Q21 COMSCORE PERFORMANCE OF 13SUNRISE SUNDAY 9-10AM ON WTHR EXCLUDING TELECASTS EARNING ABOVE A 5.0 HH RATING. LIVE-ONLY DATA.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/13/22	06/19/22	-----1	1	\$300.00	0.00								

Totals 20 \$12,100.00