

# ORDER



**Orders**  
**Order / Rev:** 2486603  
**Alt Order #:** WOC13625153  
**Product Desc:** CTA  
**Estimate:** 9705  
**Flight Dates:** 06/07/22 - 06/17/22  
**Original Date / Rev:** 06/06/22 / 06/14/22  
**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	06/17/22	19	\$10,350.00	\$8,797.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
June 2022	19	\$10,350.00	\$8,797.50	0.00
<b>Totals</b>	<b>19</b>	<b>\$10,350.00</b>	<b>\$8,797.50</b>	<b>0.00</b>

**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	40%	\$10,350.00
Market	100%	\$25,875.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	60%	\$15,525.00
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

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 Estimate: 9705  
**WTHR**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTHR	06/07/22	06/13/22	Local News @ 6a M-F 13SUNRISE-6A	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	MTWTF--	: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 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:		06/07/22	06/13/22	MTWTF--	2	\$650.00	0.00								
N 2	WTHR	06/07/22	06/13/22	Today Show TODAY SHW<	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	MTWTF--	: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:		06/07/22	06/13/22	MTWTF--	2	\$650.00	0.00								
N 3	WTHR	06/07/22	06/13/22	Today Show 3rd Hour TDY 3RD HR-NBC<	CM	9:00 AM-10:00 AM	MTWTF--	:30	2	\$350.00	P04	0.00	NM	2	\$700.00
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:		06/07/22	06/13/22	MTWTF--	2	\$350.00	0.00								
N 4	WTHR	06/07/22	06/13/22	Local News @ 1230p M-F 13NEWS-1230P	CM	12:30 PM-1:00 PM	MTWTF--	:30	3	\$500.00	P03	0.00	NM	2	\$1,000.00
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:		06/07/22	06/13/22	MTWTF--	3	\$500.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
2	WTHR	06/07/22-06/13/22	Local News @ 1230p M-F	12:30 PM-1:00 PM	MTWThF----	:30	<del>(\$500.00)</del>	0.00	NM						
Credited [DNA;Breaking news Jan 6 Hearings]															
N 5	WTHR	06/07/22	06/13/22	Local News @ 5p M-F 13NEWS-5P/13NEWS-530P	CM	5:00 PM-6:00 PM (5:00 PM-6:00 PM)	MTWTF--	:30	3	\$600.00	P04	0.00	NM	3	\$1,800.00
Q2 EST-CS (sell) - 2Q ESTIMATE BASED ON 2Q22-TO-DATE (THROUGH 4/22/22) 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:		06/07/22	06/13/22	MTWTF--	3	\$600.00	0.00								
N 6	WTHR	06/07/22	06/13/22	Local News @ 6p M-F 13NEWS-6P	CM	6:00 PM-6:30 PM	MTWTF--	:30	2	\$1,000.00	P04	0.00	NM	2	\$2,000.00
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:		06/07/22	06/13/22	MTWTF--	2	\$1,000.00	0.00								
N 7	WTHR	06/07/22	06/13/22	LN (M-Su) 13NEWS-11P<	CM	11:00 PM-11:35 PM	MTWTFSS	:30	2	\$600.00	P04	0.00	NM	2	\$1,200.00
Q2 EST-CS (sell) - 2Q ESTIMATE BASED ON 2Q22-TO-DATE (THROUGH 4/17/22) 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:		06/07/22	06/13/22	MTWTFSS	2	\$600.00	0.00								
N 8	WTHR	06/07/22	06/11/22	Local News @ 6a Sa 13SNRS WKD-6A	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	-----S-	:30	1	\$150.00	P04	0.00	NM	1	\$150.00
Q2 EST-CS (sell) - 2Q ESTIMATE BASED ON 2Q22-TO-DATE (THROUGH 4/16/22) COMSCORE PERFORMANCE OF 13SUNRISE SATURDAY 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:		06/06/22	06/12/22	-----S-	1	\$150.00	0.00								
N 9	WTHR	06/07/22	06/12/22	Local News @ 6a Su 13SNRS WKD-6A	CM	6:00 AM-7:00 AM	-----S	:30	1	\$150.00	P04	0.00	NM	1	\$150.00
Q2 EST-CS (sell) - 2Q ESTIMATE BASED ON 2Q22-TO-DATE (THROUGH 4/17/22) COMSCORE PERFORMANCE OF 13SUNRISE SUNDAY 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:		06/06/22	06/12/22	-----S	1	\$150.00	0.00								
N 10	WTHR	06/07/22	06/12/22	Local News @ 7a Su 13SNRS WKD-7A	CM	7:00 AM-8:00 AM	-----S	:30	1	\$250.00	P04	0.00	NM	1	\$250.00
Q2 EST-CS (sell) - 2Q ESTIMATE BASED ON 2Q22-TO-DATE (THROUGH 4/17/22) COMSCORE PERFORMANCE OF 13SUNRISE SUNDAY 7-8AM 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:		06/06/22	06/12/22	-----S	1	\$250.00	0.00								

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/06/22	06/12/22	-----S		1				\$250.00		0.00			
N11	WTHR	06/15/22	06/17/22	Local News @ 1230p M-F 13NEWS-1230P	M-F	12:30 PM-1:00 PM	--WTF--	:30	1	\$500.00	P03	0.00	NM	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: 06/14/22	06/20/22	--WTF--		1				\$500.00		0.00			
													Totals	19	\$10,350.00