

# ORDER



**Orders**  
**Order / Rev:** 2492026  
**Alt Order #:** WOC13639018  
**Product Desc:** CTA  
**Estimate:** 9769  
**Flight Dates:** 06/25/22 - 06/30/22  
**Original Date / Rev:** 06/16/22 / 06/27/22  
**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   | 06/26/22 | 5       | \$2,050.00   | \$1,742.50 |
| 06/27/22   | 06/30/22 | 14      | \$8,700.00   | \$7,395.00 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount        | Rating      |
|---------------|-----------|--------------------|-------------------|-------------|
| June 2022     | 5         | \$2,050.00         | \$1,742.50        | 0.00        |
| July 2022     | 14        | \$8,700.00         | \$7,395.00        | 0.00        |
| <b>Totals</b> | <b>19</b> | <b>\$10,750.00</b> | <b>\$9,137.50</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   | 25%   | \$10,750.00 |
| Market | 100%  | \$43,000.00 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| UNKWN | 75%   | \$32,250.00 |
| 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: 2492026  
 Alt Order #: WOC13639018  
 Flight Dates: 06/25/22 - 06/30/22

Advertiser: ISS/ Consumer Technology Association  
 Product Desc: CTA  
 Estimate: 9769  
**WTHR**

| Ln   | Ch        | Start             | End                | Inventory Code                               | Break                 | Start/End Time                       | Days            | Len           | Spots                 | Rate       | Pri         | Rtg  | Type | Spots | Amount     |
|--|-----------|-------------------|--------------------|--|-----------------------|--------------------------------------|-----------------|---------------|-----------------------|------------|-------------|------|------|-------|------------|
| N 1  | WTHR      | 06/25/22          | 06/30/22           | Local News @ 6a M-F<br>13SUNRISE-6A          | CM                    | 6:00 AM-7:00 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 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:  |           | 06/25/22          | 07/01/22           | - 1- 1- - -                                  | 2                     | \$650.00                             | 0.00            |               |                       |            |             |      |      |       |            |
| N 2  | WTHR      | 06/25/22          | 06/29/22           | Today Show<br>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:  |           | 06/25/22          | 07/01/22           | 1- 1- - - -                                  | 2                     | \$650.00                             | 0.00            |               |                       |            |             |      |      |       |            |
| N 3  | WTHR      | 06/25/22          | 06/30/22           | Today Show 3rd Hour<br>TDY 3RD HR-NBC<       | CM                    | 9:00 AM-10:00 AM                     | - 1- 1- - -     | :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:  |           | 06/25/22          | 07/01/22           | - 1- 1- - -                                  | 2                     | \$350.00                             | 0.00            |               |                       |            |             |      |      |       |            |
| N 4  | WTHR      | 06/25/22          | 06/29/22           | Local News @ 1230p M-F<br>13NEWS-1230P       | CM                    | 12:30 PM-1:00 PM                     | 1- 1- - - -     | :30           | 2                     | \$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:  |           | 06/25/22          | 07/01/22           | 1- 1- - - -                                  | 2                     | \$500.00                             | 0.00            |               |                       |            |             |      |      |       |            |
| N 5  | WTHR      | 06/25/22          | 06/30/22           | Local News @ 5p M-F<br>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:  |           | 06/25/22          | 07/01/22           | - 1- 1- - -                                  | 2                     | \$600.00                             | 0.00            |               |                       |            |             |      |      |       |            |
| N 6  | WTHR      | 06/25/22          | 06/29/22           | Local News @ 6p M-F<br>13NEWS-6P             | CM                    | 6:00 PM-6:30 PM                      | 1- 1- - - -     | :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:  |           | 06/25/22          | 07/01/22           | 1- 1- - - -                                  | 2                     | \$1,000.00                           | 0.00            |               |                       |            |             |      |      |       |            |
| N 7  | WTHR      | 06/25/22          | 06/29/22           | LN (M-Su)<br>13NEWS-11P<                     | CM                    | 11:00 PM-11:35 PM                    | 1- 1- - 11      | :30           | 4                     | \$600.00   | P04         | 0.00 | NM   | 4     | \$2,400.00 |
| 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:  |           | 06/25/22          | 07/01/22           | 1- 1- - 11                                   | 4                     | \$600.00                             | 0.00            |               |                       |            |             |      |      |       |            |
| N 8  | WTHR      | 06/25/22          | 06/25/22           | Local News @ 6a Sa<br>13SNRS WKD-6A          | CM                    | 6:00 AM-7:00 AM<br>(6:00 AM-7:00 AM) | - - - - - 1-    | :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:  |           | 06/20/22          | 06/26/22           | - - - - - 1-                                 | 1                     | \$150.00                             | 0.00            |               |                       |            |             |      |      |       |            |
| N 9  | WTHR      | 06/25/22          | 06/26/22           | EN (Sa-Su)<br>13NEWS WKD-6P/AVG. ALL W       | CM                    | 6:00 PM-6:30 PM                      | - - - - - 11    | :30           | 2                     | \$400.00   | P04         | 0.00 | NM   | 1     | \$400.00   |
| Q2 EST-CS (sell) - 2Q ESTIMATE BASED ON MARCH/APRIL '22-TO-DATE (THROUGH 4/17/22) COMSCORE PERFORMANCE OF 13NEWS WKND SA/SU 6-6:30PM ON WTHR, EXCLUDING TELECASTS SPIKING ABOVE A 9.0 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:  |           | 06/20/22          | 06/26/22           | - - - - - 11                                 | 2                     | \$400.00                             | 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      | 06/20/22-06/26/22 | EN (Sa-Su)         |  | 6:00 PM-6:30 PM       |                                      | - - - - - SaSu  | :30           | <del>(\$400.00)</del> | 0.00       | NM          |      |      |       |            |
| Unresolved<br>[Program Change - not able to daymove as it's day specific.... NASCAR airing, SE 616]  |           |                   |                    |  |                       |                                      |                 |               |                       |            |             |      |      |       |            |
| N 10   | WTHR      | 06/25/22          | 06/26/22           | Local News @ 9a Su<br>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.  |           |                   |                    |  |                       |                                      |                 |               |                       |            |             |      |      |       |            |

Order / Rev: 2492026  
 Alt Order #: WOC13639018  
 Flight Dates: 06/25/22 - 06/30/22

Advertiser: ISS/ Consumer Technology Association  
 Product Desc: CTA  
 Estimate: 9769

**WTHR**

| Ln | Ch | Start             | End             | Inventory Code  | Break             | Start/End Time | Days          | Len | Spots | Rate | Pri | Rtg | Type   | Spots | Amount      |
|----|----|-------------------|-----------------|-----------------|-------------------|----------------|---------------|-----|-------|------|-----|-----|--------|-------|-------------|
|    |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u>    | <u>Rating</u> |     |       |      |     |     |        |       |             |
|    |    | Week: 06/20/22    | 06/26/22        | -----1          | 1                 | \$300.00       | 0.00          |     |       |      |     |     |        |       |             |
|    |    |                   |                 |                 |                   |                |               |     |       |      |     |     | Totals | 19    | \$10,750.00 |