

ORDER



Orders
Order / Rev: 2489858
Alt Order #: manual
Product Desc: CTA
Estimate: 9746
Flight Dates: 06/14/22 - 06/18/22
Original Date / Rev: 06/13/22 / 06/13/22
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	06/18/22	15	\$8,850.00	\$7,522.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2022	15	\$8,850.00	\$7,522.50	0.00
Totals	15	\$8,850.00	\$7,522.50	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	40%	\$8,850.00
Market	100%	\$22,125.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	60%	\$13,275.00
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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTHR	06/14/22	06/17/22	Local News @ 6a M-F 13SUNRISE-6A	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	- TWTF - -	: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:		06/14/22	06/20/22	- TWTF - -	2	\$650.00	0.00								
N 2	WTHR	06/14/22	06/17/22	Today Show TODAY SHW<	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	- TWTF - -	: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:		06/14/22	06/20/22	- TWTF - -	2	\$650.00	0.00								
N 3	WTHR	06/14/22	06/17/22	Today Show 3rd Hour TDY 3RD HR-NBC<	CM	9:00 AM-10:00 AM	- TWTF - -	: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:		06/14/22	06/20/22	- TWTF - -	2	\$350.00	0.00								
N 4	WTHR	06/14/22	06/17/22	Local News @ 1230p M-F 13NEWS-1230P	CM	12:30 PM-1:00 PM	- TWTF - -	: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:		06/14/22	06/20/22	- TWTF - -	2	\$500.00	0.00								
N 5	WTHR	06/14/22	06/17/22	Local News @ 5p M-F 13NEWS-5P/13NEWS-530P	CM	5:00 PM-6:00 PM (5:00 PM-6:00 PM)	- TWTF - -	: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:		06/14/22	06/20/22	- TWTF - -	2	\$600.00	0.00								
N 6	WTHR	06/14/22	06/18/22	Local News @ 6p M-F 13NEWS-6P	CM	6:00 PM-6:30 PM	- TWTF - -	: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:		06/14/22	06/20/22	- TWTF - -	2	\$1,000.00	0.00								
N 7	WTHR	06/14/22	06/17/22	LN (M-Su) 13NEWS-11P<	CM	11:00 PM-11:35 PM	- TWTF - -	: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:		06/14/22	06/20/22	- TWTF - -	2	\$600.00	0.00								
N 8	WTHR	06/18/22	06/18/22	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:		06/13/22	06/19/22	- - - - - S-	1	\$150.00	0.00								

Totals 15 \$8,850.00