

# ORDER



**Orders**  
**Order / Rev:** 2513716  
**Alt Order #:** WOC13702280  
**Product Desc:** CTA  
**Estimate:** 9844  
**Flight Dates:** 07/05/22 - 07/18/22  
**Original Date / Rev:** 06/30/22 / 07/01/22  
**Order Type:** General

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

**Agency Name:** Canal Partners Media / POL  
**Buying Contact:**  
**Billing Contact:**  
 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:** 00:15:00

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 06/27/22   | 07/18/22 | 24      | \$13,700.00  | \$11,645.00 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| July 2022     | 24        | \$13,700.00        | \$11,645.00        | 0.00        |
| <b>Totals</b> | <b>24</b> | <b>\$13,700.00</b> | <b>\$11,645.00</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%   | \$13,700.00 |
| Market | 100%  | \$54,800.00 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| UNKWN | 75%   | \$41,100.00 |
| 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: 2513716  
 Alt Order #: WOC13702280  
 Flight Dates: 07/05/22 - 07/18/22

Advertiser: ISS/ Consumer Technology Association  
 Product Desc: CTA  
 Estimate: 9844  
**WTHR**

| Ln   | Ch   | Start             | End             | Inventory Code  | Break | Start/End Time                       | Days              | Len | Spots | Rate        | Pri | Rtg  | Type          | Spots | Amount     |
|--|------|-------------------|-----------------|---|-------|--------------------------------------|-------------------|-----|-------|-------------|-----|------|---------------|-------|------------|
| N 1  | WTHR | 07/05/22          | 07/18/22        | Local News @ 6a M-F<br>13 SUNRISE 6AM                             | CM    | 6:00 AM-7:00 AM                      | MTWTF--           | :30 | 2     | \$500.00    | P04 | 0.00 | NM            | 4     | \$2,000.00 |
| 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:  |      | 07/05/22          | 07/11/22        | MTWTF--   |       |                                      | 2                 |     |       | \$500.00    |     |      | 0.00          |       |            |
| Week:  |      | 07/12/22          | 07/18/22        | MTWTF--   |       |                                      | 2                 |     |       | \$500.00    |     |      | 0.00          |       |            |
| N 2  | WTHR | 07/05/22          | 07/18/22        | Today Show<br>TODAY SHOW  | CM    | 7:00 AM-9:00 AM<br>(7:00 AM-9:00 AM) | MTWTF--           | :30 | 1     | \$650.00    | P03 | 0.00 | NM            | 2     | \$1,300.00 |
| 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:  |      | 07/05/22          | 07/11/22        | MTWTF--   |       |                                      | 1                 |     |       | \$650.00    |     |      | 0.00          |       |            |
| Week:  |      | 07/12/22          | 07/18/22        | MTWTF--   |       |                                      | 1                 |     |       | \$650.00    |     |      | 0.00          |       |            |
| N 3  | WTHR | 07/05/22          | 07/18/22        | Local News @ 1230p M-F<br>13 NEWS @ 12:30PM                       | CM    | 12:30 PM-1:00 PM                     | MTWTF--           | :30 | 2     | \$500.00    | P03 | 0.00 | NM            | 4     | \$2,000.00 |
| 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:  |      | 07/05/22          | 07/11/22        | MTWTF--   |       |                                      | 2                 |     |       | \$500.00    |     |      | 0.00          |       |            |
| Week:  |      | 07/12/22          | 07/18/22        | MTWTF--   |       |                                      | 2                 |     |       | \$500.00    |     |      | 0.00          |       |            |
| N 4  | WTHR | 07/05/22          | 07/18/22        | Local News @ 5p M-F<br>13 NEWS 5-6PM                              | CM    | 5:00 PM-6:00 PM                      | MTWTF--           | :30 | 2     | \$600.00    | P04 | 0.00 | NM            | 4     | \$2,400.00 |
| 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:  |      | 07/05/22          | 07/11/22        | MTWTF--   |       |                                      | 2                 |     |       | \$600.00    |     |      | 0.00          |       |            |
| Week:  |      | 07/12/22          | 07/18/22        | MTWTF--   |       |                                      | 2                 |     |       | \$600.00    |     |      | 0.00          |       |            |
| N 5  | WTHR | 07/05/22          | 07/18/22        | Local News @ 6p M-F<br>13 NEWS AT 6PM                             | CM    | 6:00 PM-6:30 PM                      | MTWTF--           | :30 | 2     | \$1,000.00  | P04 | 0.00 | NM            | 4     | \$4,000.00 |
| 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:  |      | 07/05/22          | 07/11/22        | MTWTF--   |       |                                      | 2                 |     |       | \$1,000.00  |     |      | 0.00          |       |            |
| Week:  |      | 07/12/22          | 07/18/22        | MTWTF--   |       |                                      | 2                 |     |       | \$1,000.00  |     |      | 0.00          |       |            |
| N 6  | WTHR | 07/05/22          | 07/18/22        | LN (M-Su)<br>13 NEWS AT 11PM (M-SU)                               | CM    | 11:00 PM-11:35 PM                    | MTWTFSS           | :30 | 1     | \$600.00    | P04 | 0.00 | NM            | 2     | \$1,200.00 |
| 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:  |      | 07/05/22          | 07/11/22        | MTWTFSS   |       |                                      | 1                 |     |       | \$600.00    |     |      | 0.00          |       |            |
| Week:  |      | 07/12/22          | 07/18/22        | MTWTFSS   |       |                                      | 1                 |     |       | \$600.00    |     |      | 0.00          |       |            |
| N 7  | WTHR | 07/05/22          | 07/16/22        | Local News @ 6a Sa<br>SATURDAY SUNRISE I (6-7A) (6:00 AM-7:00 AM) | CM    | 6:00 AM-7:00 AM                      | -----S-           | :30 | 1     | \$150.00    | P05 | 0.00 | NM            | 2     | \$300.00   |
| 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:  |      | 07/05/22          | 07/11/22        | -----S-   |       |                                      | 1                 |     |       | \$150.00    |     |      | 0.00          |       |            |
| Week:  |      | 07/12/22          | 07/18/22        | -----S-   |       |                                      | 1                 |     |       | \$150.00    |     |      | 0.00          |       |            |
| N 8  | WTHR | 07/05/22          | 07/17/22        | Local News @ 7a Su<br>SUNDAY SUNRISE II (7-8A)                    | CM    | 7:00 AM-8:00 AM                      | -----S            | :30 | 1     | \$250.00    | P04 | 0.00 | NM            | 2     | \$500.00   |
| 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, 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:  |      | 07/05/22          | 07/11/22        | -----S  |       |                                      | 1                 |     |       | \$250.00    |     |      | 0.00          |       |            |
| Week:  |      | 07/12/22          | 07/18/22        | -----S  |       |                                      | 1                 |     |       | \$250.00    |     |      | 0.00          |       |            |

Totals 24 \$13,700.00