

# ORDER



**Orders**  
**Order / Rev:** 379359  
**Alt Order #:** 09741775  
**Product Desc:** PRIORITIES USA ACT  
**Estimate:** 8251  
**Flight Dates:** 03/10/20 - 03/16/20  
**Original Date / Rev:** 01/23/20 / 01/24/20  
**Order Type:** GENERAL

**WDJT-TV-LP CBS58**

**Primary AE:** Jay Smith  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency Name:** Targeted Platform Media LLC  
**Buying Contact:**  
**Billing Contact:**  
 1291 Hollywood Av.  
 Annapolis, MD 21403

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Issue/Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-2  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/24/20	03/16/20	47	\$44,400.00	\$37,740.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2020	47	\$44,400.00	\$37,740.00	0.00
<b>Totals</b>	<b>47</b>	<b>\$44,400.00</b>	<b>\$37,740.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jay Smith			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WDJT-TV-LP CBS58	31%	\$44,400.00
Market	100%	\$143,225.81

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	22%	\$31,509.68
WITI	33%	\$47,264.52
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	14%	\$20,051.61
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDJT	03/10/20	03/16/20	Let's Make a Deal 9a-10a	CM	858a-10a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/10/20	03/16/20	MTWTF--		2		\$400.00		0.00					
N 2	WDJT	03/10/20	03/16/20		CM	10a - 11a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00

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 WDJT-TV-LP CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Price is Right 10a-11a											
				Price is Right 10a-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/20	03/16/20	MTWTF--					3	\$400.00		0.00			
N 3	WDJT	03/10/20	03/16/20	CBS Block 1230p-2p The Talk	CM	1p-2p (1:00 PM-2:00 PM)	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/20	03/16/20	MTWTF--					2	\$200.00		0.00			
N 4	WDJT	03/10/20	03/16/20	2p-3p Inside Edition/Jeopardy	CM	2p-3p	MTWTF--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/20	03/16/20	MTWTF--					2	\$200.00		0.00			
N 5	WDJT	03/10/20	03/16/20	3p-4p Dr Phil	CM	3p-4p	MTWTF--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/20	03/16/20	MTWTF--					2	\$200.00		0.00			
N 6	WDJT	03/10/20	03/16/20	M-F 5pm News M-F 5pm News	CM	5p-530p	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/20	03/16/20	MTWTF--					2	\$350.00		0.00			
N 7	WDJT	03/10/20	03/16/20	Jeopardy 6p-630p Jeopardy / M-F	CM	6pm-630pm	MTWTF--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/20	03/16/20	MTWTF--					3	\$1,400.00		0.00			
N 8	WDJT	03/10/20	03/16/20	Wheel of Fortune 630p-7p Wheel of Fortune / M-F	CM	630pm-7pm	MTWTF--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/20	03/16/20	MTWTF--					3	\$1,500.00		0.00			
N 9	WDJT	03/10/20	03/16/20	M-F Late News M-F Late News	CM	10p-1035p	MTWTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/20	03/16/20	MTWTF--					3	\$600.00		0.00			
N 10	WDJT	03/14/20	03/14/20	Sat Late News Sat Late News	CM	10pm-11pm	-----1-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/09/20	03/15/20	-----1-					1	\$600.00		0.00			
N 11	WDJT	03/15/20	03/15/20	Sun Late News Sun Late News	CM	10pm-11pm	-----1	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/09/20	03/15/20	-----1					1	\$600.00		0.00			
N 12	WDJT	03/15/20	03/15/20	Atlantic 10 Championship Atlantic10 Champ 12p-230p	SPRT	12p-230p	-----1	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/09/20	03/15/20	-----1					1	\$500.00		0.00			
N 13	WDJT	03/10/20	03/16/20	CBS This Morning M-F CBS This Morning M-F 7a-9a	CM	7a-9a	MTWTF--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/20	03/16/20	MTWTF--					4	\$250.00		0.00			
N 14	WDJT	03/10/20	03/16/20	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/20	03/16/20	MTWTF--					2	\$600.00		0.00			
N 15	WDJT	03/10/20	03/16/20	News at Noon News at Noon	CM	12p-1230p	MTWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/20	03/16/20	MTWTF--					2	\$300.00		0.00			
N 16	WDJT	03/10/20	03/16/20	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/20	03/16/20	MTWTF--					2	\$200.00		0.00			

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WDJT-TV-LP CBS58

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:		03/10/20	03/16/20	MTWTF--					2	\$200.00		0.00			
N 17	WDJT	03/10/20	03/16/20	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	MTWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/20	03/16/20	MTWTF--					2	\$300.00		0.00			
N 18	WDJT	03/14/20	03/14/20	Sat 5pm News Sat 5pm News	CM	5p-530p	-----1-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/09/20	03/15/20	-----1-					1	\$250.00		0.00			
N 19	WDJT	03/15/20	03/15/20	Sun 530pm News Sun 530pm News	CM	530p-6p	-----1	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/09/20	03/15/20	-----1					1	\$250.00		0.00			
N 20	WDJT	03/14/20	03/14/20	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	6pm-7pm	-----1-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/09/20	03/15/20	-----1-					1	\$400.00		0.00			
N 21	WDJT	03/15/20	03/15/20	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/09/20	03/15/20	-----1					1	\$5,000.00		0.00			
N 22	WDJT	03/10/20	03/16/20	LF 1035p-1137p Late Show w/Stephen Colbert	CM	1035p-1137p	MTWTF--	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/10/20	03/16/20	MTWTF--					2	\$300.00		0.00			
N 24	WDJT	03/14/20	03/14/20	Big Ten Semi WIS Big Ten Semi WIS	SPRT	1240p-5p	-----1-	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/09/20	03/15/20	-----1-					1	\$6,000.00		0.00			
N 29	WDJT	03/15/20	03/15/20	Big Ten Championship Big Ten Championship	SPRT	2:30pm-5pm	-----S	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/09/20	03/15/20	-----S					1	\$8,000.00		0.00			
N 30	WDJT	03/14/20	03/14/20	Big Ten Semi Finals Big Ten Semifinals	SPRT	1240p-5p	-----S-	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/09/20	03/15/20	-----S-					2	\$2,000.00		0.00			
													Totals	47	\$44,400.00



**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
 Yes  No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

November 2020 Presidential Election

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Priorities USA Action (PUSAA) 1030 15th st NW, Suite 950 West, Washington D.C. 20005

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Guy Cecil - Chairman, Patrick McHugh - Executive Director, Greg Speed - Treasurer  
Marc Ellas - Secretary

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Priorities USA Action (PUSAA) 1030 15th st NW, Suite 950 West, Washington D.C.  
20005

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

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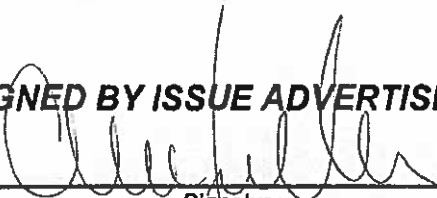
**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

23 JAN 2020  
Date

  
Signature

(202) 965-5060  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted In Part

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title