

ORDER



Orders
Order / Rev: 926719
Alt Order #: WOC13269774
Product Desc: Lasry for Wisconsin
Estimate: 3707
Flight Dates: 10/11/21 - 10/24/21
Original Date / Rev: 10/05/21 / 10/05/21
Order Type: GENERAL

WGBA

Primary AE: Schuyler Hahn
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: AL Media
Buying Contact:
Billing Contact:
 222 W Ontario Street
 Chicago, IL 60654

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

Advertiser
Name: Lasry/Democrat/US Senate
Demographic: A35+
Product Codes: Federal Candidate
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-3

New Business Thru:
Advertiser External ID: 270023
Agency External ID: 100911
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/27/21	10/18/21	12	\$1,425.00	\$1,211.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2021	12	\$1,425.00	\$1,211.25	0.00
Totals	12	\$1,425.00	\$1,211.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Schuyler Hahn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WGBA	10/11/21	10/15/21	M-F 4-5pm M-F 4-5pm	CM	4-5pm	-TWTF--	:30	1	\$65.00	P-3	0.00	NM	1	\$65.00
(Program: KELLY CLARKSON SHOW)2021 Q4 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF KELLY CLARKSON Mo-Fr 4:00p-5:00p IN Nov/2020LP ON WGBA.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/11/21	10/17/21	-TWTF--			1			\$65.00		0.00			
N 2	WGBA	10/18/21	10/18/21	M-F 7-9am Today Show M-F 7-9am Today Show	CM	7-9am	M-----	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
(Program: TODAY SHW)2021 Q4 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF TODAY SHW Mo-Fr 7:00a-9:00a IN Nov/2020LP ON WGBA.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/18/21	10/24/21	M-----			1			\$70.00		0.00			
N 3	WGBA	10/11/21	10/15/21	M-F 7-9am Today Show M-F 7-9am Today Show	CM	7-9am	-TWTF--	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
(Program: TODAY SHW)2021 Q4 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF TODAY SHW Mo-Fr 7:00a-9:00a IN Nov/2020LP ON WGBA.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/11/21	10/17/21	-TWTF--			2			\$70.00		0.00			
N 4	WGBA	10/18/21	10/18/21	M-F 6pm NBC 26 News M-F 6pm NBC 26 News	CM	6-630pm	M-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
(Program: NBC26 NEWS-6)2021 Q4 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF NBC26 NEWS-6 Mo-Fr 6:00p-6:30p IN Nov/2020LP ON WGBA.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 926719
Alt Order #: WOC13269774
Flight Dates: 10/11/21 - 10/24/21

Advertiser: Lasry/Democrat/US Senate
Product Desc: Lasry for Wisconsin
Estimate: 3707
WGBA

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:		10/18/21	10/24/21	M-----		1			\$125.00	0.00					
N 5	WGBA	10/11/21	10/15/21	M-F 6pm NBC 26 News CM		6-630pm	-TWTF--	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		M-F 6pm NBC 26 News													
		(Program: NBC26 NEWS-6)2021 Q4 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF NBC26 NEWS-6 Mo-Fr 6:00p-6:30p IN Nov/2020LP ON WGBA.													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/11/21	10/17/21	-TWTF--		2			\$125.00	0.00					
N 6	WGBA	10/18/21	10/18/21	M-F 10pm NBC 26 News CM		10-1035pm	M-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		M-F 10pm NBC 26 News													
		(Program: NBC26 NEWS-10)2021 Q4 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF NBC 26 NEWS-10 Mo-Fr 10:00p-10:30p IN Nov/2020LP ON WGBA ADJUSTED TO THE Nov/2020LP TP HUT LEVEL FROM Mo-Fr 10:00p-10:35p.													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/18/21	10/24/21	M-----		1			\$175.00	0.00					
N 7	WGBA	10/11/21	10/15/21	M-F 10pm NBC 26 News CM		10-1035pm	-TWTF--	:30	3	\$175.00	P-3	0.00	NM	3	\$525.00
		M-F 10pm NBC 26 News													
		(Program: NBC26 NEWS-10)2021 Q4 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF NBC 26 NEWS-10 Mo-Fr 10:00p-10:30p IN Nov/2020LP ON WGBA ADJUSTED TO THE Nov/2020LP TP HUT LEVEL FROM Mo-Fr 10:00p-10:35p.													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/11/21	10/17/21	-TWTF--		3			\$175.00	0.00					
N 8	WGBA	10/11/21	10/15/21	M-F 5pm NBC 26 News CM		5-530pm	MTWTF--	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		M-F 5pm NBC 26 News													
		(Program: TODAY SHW)2021 Q4 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF TODAY SHW Mo-Fr 7:00a-9:00a IN Nov/2020LP ON WGBA.													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/11/21	10/17/21	-TWTF--		1			\$75.00	0.00					
													Totals	12	\$1,425.00