

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>															

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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	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	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	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	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