ORDER

TMJ/

Orders Order / Rev: 1264373 WOC14528010 Alt Order #: Product Desc: Issue **TODAY'S TMJ4** 12907 Estimate: Flight Dates: 10/15/24 - 10/21/24 Primary AE: Margie MacDonald Original Date / Rev: 03/11/24 / 03/11/24 Sales Office: **EWSDC** Order Type: **GENERAL** Sales Region: NAT **Waterfront Strategies** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Rick Weiner Billing Calendar: Broadcast 3050 K Street NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% WinSenate Advertiser Name: Demographic: A35+ New Business End: Product Codes: Non-Ballot Issue Advertiser External ID: 280053 DISC Revenue Code 1: Agency External ID: 123989 Revenue Code 2: POL Unit Code: General Revenue Code 3: ISS Order Separation: 00:10:00 P-2 Priority:

Totals

Totals

Bill Plan

 Start Date
 End Date
 # Spots
 Gross Amount
 Net Amount

 09/30/24
 10/21/24
 137
 \$159,250.00
 \$135,362.50

rotaio				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	137	\$159,250.00	\$135,362.50	0.00

\$159,250.00

\$135,362.50

0.00

137

Account Executives

Account Executive Sales Office Sales Region Start Date / End Date Order %

Margie MacDonald Start Of Order - End Of Order 100%

Ln Ch	Start	End	Inventory Cod	e Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WTMJ	10/15/2	4 10/21/24	4-5am Early Too 4-5am Early To	day CM		30 XM MTWTS	:30	5	\$75.00P-2	0.00 NM	5	\$375.00
		Y TODAY-N RE (sell) - M	BC) ILWAUKEE - Est	imate is based	on 4th Q 20	22						
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/21/24	MTWTS	5	\$75.00	0.00						
N 2 WTMJ	10/15/2	4 10/21/24	4-5am Early Too	•	4-5am	MTWTS	:30	5	\$75.00P-2	0.00 NM	5	\$375.00
(Dan 2002	EADL'	V TODAV N	4-5am Early To	day	(4:30 XM-5	:00 XM)						
		Y TODAY-N RE (sell) - M	ILWAUKEE - Est	imate is based	on 4th Q 20	22						
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/15/24	10/21/24	MTWTS	5	\$75.00	0.00						
N 3 WTMJ	10/15/2	4 10/21/24	5-6am Daybreal	Early CM	5-6am	MTWTF	:30	10	\$175.00P-2	0.00 NM	10	\$1,750.00
			5-6am Daybrea	k Early								
, ,		NEWS TOD RE (sell) - M)AY 5AM) ILWAUKEE - Est	imate is based	on 4th Q 20	22						
	art Date	End Date	Weekdavs	Spots/Week	Rate	 Rating						
Week: 10	/15/24	10/21/24	MTWTF	10		0.00						
N 4 WTMJ	10/15/2	4 10/21/24	6-7am Live at D	aybreak CM	6-7am	MTWTF	:30	10	\$500.00P-2	0.00 NM	10	\$5,000.00
			6-7am Live at D	aybreak								
, ,		NEWS TOD RE (sell) - M	OAY 6AM) ILWAUKEE - Est	imate is based	on 4th Q 20	22						
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>				l		

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Order / Rev: 1264373 Advertiser: WinSenate

Alt Order #: WOC14528010 Product Desc: Issue TODAY'S TMJ4

Start Date	Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Гime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
N S WTMJ 1015224 1012124 MF.7-9am Inday ShowCM 7-9am MTWTF 30 10 \$750.00P-2 0.00 NM 10 \$7,500.00													
Comparison Com								:30	10	\$750.00P-2	0.00 NM	10	\$7,500.00
State Section Mill WAUKEE Estimate is based on 4th Q 2022	/Dan 200	TODA	V CHOW)										
Ne WTM 1015 224 1019 224 54 A F-7am Daybreak CM 5-7am				ILWAUKEE - Esti	mate is based	on 4th Q 202	2						
N 6 WTMJ 1015/24 1019/24 SA 5-7am Dupbreak CM 5-7am													
SA 5-7am Daybreak EPA CoNSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022								:30	1	\$175.00P-3	0.00 NM	1	\$175.00
Section Sect				SA 5-7am Daybr						,			,
N - N -					mate is based	on 4th Q 202	2						
N 7 WTMJ 10/15/24 10/19/24 Saturday Today Show CM 7-9am	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Saturday Today Show					•			·30	1	\$375 00P-2	0.00 NM	1	\$375 00
Sat Date				Saturday Today		, cam	J	.00	·	φο/ο.σσι <u>Σ</u>	0.00 11111		φονο.σσ
Start Date End Date Weekdays Spots/Week Rate R					mate is based	on 4th Q 202	2						
N 8 WTMJ 10/15/24 10/20/24 Start Date Start Dat	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Sunday ToDAY SUN AQ24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating O.00					<u> </u>	-		-30	1	¢175 00 D 3	0.00 NM	1	\$175.00
AQ24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022				SU 5-7am Daybı		J-7 am	3	.50	'	φ1/3.00Ε-3	U.UU INIVI	'	φ175.00
N Week 1014124 10120124	(Progra	am: TMJ4	NEWS TOD	DAY SUN) III WALIKEE - Esti	mate is hased	on 4th () 202	2						
N 9 WTMJ 10/15/24 10/20/24 Sunday Today Show CM 7-8am													
Sunday Today Show Sunday Today Show Sunday Today Show Chrogram: SUN ToDay NBC					•								
Program: SUN TODAY-NBC 4024 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	N 9 WTMJ	J 10/15/2	4 10/20/24			7-8am	S	:30	1	\$600.00P-2	0.00 NM	1	\$600.00
Start Date End Date Weekdays Spots/Week Rate Rating No.000 No.0000 No.0000 No.0000 No.0000 No.00				C) ,		on 4th () 202	2						
Week: 10/14/24 10/20/24													
Meet The Press					•								
Program: MEET PRESS_SUN) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	N 10 WTMJ	J 10/15/2	4 10/20/24		CM	8-9am	S	:30	1	\$1,250.00P-2	0.00 NM	1	\$1,250.00
Start Date End Date Weekdays Spots/Week Rate Start Date Program: MONNING BLEND				JN)		44h O 202	.0						
Week: 10/14/24 10/20/24													
9-10am Morning Blend (Program: MORNING BLEND) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date Week: 10/15/24 10/21/24 MrTFF- 5 \$125.00 0.00 N12 WTMJ 10/15/24 10/21/24 M-F 10-11am Today II CM 10-11am MrWFF- :30 5 \$200.00P-3 0.00 NM 5 \$1,000.00 (Program: TODAY THIRD HOUR) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/24 10/21/24 MrTFF 5 \$200.00 0.00 N13 WTMJ 10/15/24 10/21/24 MrTFF 5 \$200.00 0.00 N13 WTMJ 10/15/24 10/21/24 MrTFF 5 \$200.00 0.00 N13 WTMJ 10/15/24 10/21/24 MrTHF 5 \$200.00 0.00 N14 WTMJ 10/15/24 10/21/24 MrTWTF 5 \$200.00 0.00 N14 WTMJ 10/15/24 10/21/24 Weekdays Spots/Week Rate Rating Week: 10/15/24 10/21/24 MrTWTF 5 \$450.00 0.00 N14 WTMJ 10/15/24 10/21/24 MrTWTF 5 \$450.00 0.00	Week: 10	/14/24	10/20/24	S	1								
(Program: MORNING BLEND) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date	N 11 WTMJ	I 10/15/2	4 10/21/24	_		9-10am	MTWTF	:30	5	\$125.00P-2	0.00 NM	5	\$625.00
Start Date End Date Weekdays Spots/Week Rate Rating 0.000				D)			_						
Week: 10/15/24 10/21/24 MTWTF- 5 \$125.00 0.00 N12 WTMJ 10/15/24 10/21/24 MF-F 10-11am Today II CM 10-11am MTWTF- :30 5 \$200.00P-3 0.00 NM 5 \$1,000.00 (Program: TODAY THIRD HOUR) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating MTWTF- :30 5 \$200.00P-3 0.00 NM 5 \$1,000.00 N13 WTMJ 10/15/24 10/21/24 MF-F 11am-12pm Hoda/Jenna (Program: TODAY WITH HODA & Companies of the start Date End Date Weekdays Spots/Week Rate Rating MTWTF- :30 5 \$200.00P-3 0.00 NM 5 \$1,000.00 (Program: TODAY WITH HODA & Companies of the start Date End Date Weekdays Spots/Week Rate Rating Rating Rating Week: 10/15/24 10/21/24 MF-F 12-1pm News ROT CM 12-1pm MTWTF- :30 5 \$450.00P-2 0.00 NM 5 \$2,250.00 N14 WTMJ 10/15/24 10/21/24 MF-F 12-1pm News ROT CM 12-1pm MTWTF- :30 5 \$450.00P-2 0.00 NM 5 \$2,250.00 (Program: LIVE AT 12-1P NEWS) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating Rating			, ,			_							
10-11am Megyn Kelly Today 10-11am Megyn Kelly Today 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating MTWTF S \$200.00 0.00													
Program: TODAY THIRD HOUR 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	N12 WTMJ	I 10/15/2	4 10/21/24		•	10-11am	MTWTF	:30	5	\$200.00P-3	0.00 NM	5	\$1,000.00
Start Date End Date Weekdays Spots/Week Rate Rating 0.00				OUR)									
Week: 10/15/24 10/21/24 MTWTF 5 \$200.00 0.00 N 13 WTMJ 10/15/24 10/21/24 M-F 11am-12pm Hoda/J@M 11am-12pm MTWTF :30 5 \$200.00 P-3 0.00 NM 5 \$1,000.00 (Program: TODAY WITH HODA & amp; JENNA) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date Week: 10/15/24 10/21/24 Weekdays Spots/Week Rate Rating Week: 10/15/24 10/21/24 M-F 12-1pm News ROT CM 12-1pm MTWTF :30 5 \$450.00P-2 0.00 NM 5 \$2,250.00 In Program: LIVE AT 12-1P NEWS) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/24 10/21/24 Weekdays Spots/Week Rate Rating Week: 10/15/24 10/21/24 MTWTF 5 \$450.00 0.00						_							
11am-12pm Hoda/Jenna (Program: TODAY WITH HODA & DENNA) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/24 10/21/24 MTWTF 5 \$200.00 0.00 N14 WTMJ 10/15/24 10/21/24 M-F 12-1pm News ROT CM 12-1pm MTWTF :30 5 \$450.00P-2 0.00 NM 5 \$2,250.00 12-1pm News ROT (Program: LIVE AT 12-1P NEWS) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/24 10/21/24 MTWTF 5 \$450.00 0.00													
(Program: TODAY WITH HODA & DENTAL SET IN STREET STATE OF STRE	N 13 WTMJ	I 10/15/2	4 10/21/24	•		11am-12pm	MTWTF	:30	5	\$200.00P-3	0.00 NM	5	\$1,000.00
AQ24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/24 10/21/24 MTWTF 5 \$200.00 0.00 N14 WTMJ 10/15/24 10/21/24 M-F 12-1pm News ROT CM 12-1pm MTWTF :30 5 \$450.00P-2 0.00 NM 5 \$2,250.00 (Program: LIVE AT 12-1P NEWS) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/24 10/21/24 MTWTF 5 \$450.00 0.00	(Progra	am: TODA	Y WITH HC										
Week: 10/15/24 10/21/24 MTWTF 5 \$200.00 0.00 N 14 WTMJ 10/15/24 10/21/24 M-F 12-1pm News ROT CM 12-1pm MTWTF :30 5 \$450.00 P-2 0.00 NM 5 \$2,250.00 (Program: LIVE AT 12-1P NEWS) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/24 10/21/24 MTWTF 5 \$450.00 0.00	4Q24 (COMSCO	RE (sell) - M	ILWAUKEE - Esti	mate is based	_							
N14 WTMJ 10/15/24 10/21/24 M-F 12-1pm News ROT CM 12-1pm MTWTF :30 5 \$450.00P-2 0.00 NM 5 \$2,250.00													
(Program: LIVE AT 12-1P NEWS) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/24 10/21/24 MTWTF 5 \$450.00 0.00				M-F 12-1pm New	s ROT CM			:30	5	\$450.00P-2	0.00 NM	5	\$2,250.00
ÀQ2Ă COMSCORE (sell) - MILWÁUKEE - Estimate is based on 4th Q 2022 <u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/15/24 10/21/24 MTWTF 5 \$450.00 0.00	(Progra	am·IIVF	AT 12-1P NF	•	TC								
Week: 10/15/24 10/21/24 MTWTF 5 \$450.00 0.00	4Q24 (COMSCO	RE (sell) - M	ILWÁUKEE - Esti	mate is based								
· · · · · · · · · · · · · · · · · · ·													
				******				:30	5	\$250.00P-2	0.00 NM	5	\$1,250.00

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Order / Rev: 1264373 Advertiser: WinSenate

Alt Order #: WOC14528010 Product Desc: Issue TODAY'S TMJ4

Ln Ch Start	End	Inventory Code	Break	Start/End	Гime Days	Len Sp	ots Rate Pri	Rtg Type Spots	s	Amount
		M-F 3-4pm M-F 3-4pm								
(Program: KELL		ON)								
4Q24 COMSCC Start Date	RE (sell) - M End Date	IILWAUKEE - Estir Weekdays	nate is based Spots/Week	on 4th Q 202 Rate	2 Rating			1		
Week: 10/15/24	10/21/24	MTWTF	5	\$250.00	0.00					
N16 WTMJ 10/15/2	24 10/21/24	•			0 PM MTWTF	:30	5 \$550.00P-1	0.00 NM	5	\$2,750.00
(Program: TMJ	NEWS AT	M-F 4-5pm News 4PM)	5	(4:00 PM-4:3	30 PM)					
		IILWAUKEE - Estir	mate is based	on 4th Q 202	2					
Start Date Week: 10/15/24	End Date 10/21/24	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$550.00	Rating 0.00					
N 17 WTMJ 10/15/2				4-5pm	MTWTF	:30	5 \$500.00P-1	0.00 NM	5	\$2,500.00
		M-F 4-5pm News					7			+ =,
(Program: TMJ4 4Q24 COMSCC		4PM) IILWAUKEE - Estir	mate is based	on 4th Q 202	2					
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	 Rating					
Week: 10/15/24	10/21/24	MTWTF	5	\$500.00	0.00					
N 18 WTMJ 10/15/2	24 10/21/24	M-F 4-5pm News M-F 4-5pm News		4:30 PM-5:0 (4:30 PM-5:0	00 PM MTWTF	:30	5 \$600.00P-1	0.00 NM	5	\$3,000.00
(Program: TMJ		4PM)		`	,					
		IILWAUKEE - Estir		_						
Start Date Week: 10/15/24	End Date 10/21/24	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$600.00	Rating 0.00					
N19 WTMJ 10/15/2	24 10/21/24	5-530pm Live at	5 NewsCM	5-530pm	MTWTF	:30	5 \$800.00P-2	0.00 NM	5	\$4,000.00
(Program: TM1)	I NEWS AT	5-530pm Live at	5 News							
(Program: TMJ ² 4Q24 COMSCC		они) IILWAUKEE - Estir	mate is based	on 4th Q 202	2					
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/24 N20 WTMJ 10/15/2	10/21/24	MTWTF M-F NBC Nightly	Nowe CM	\$800.00 530-6pm	0.00 MTWTF	:30	2 \$5,000.00P-2	0.00 NM	2	\$10,000.00
1420 W 11VIJ 10/13/2	24 10/21/24	M-F NBC Nightly		330-opin	WII WIF	.30	2 \$5,000.00F-2	0.00 INIVI	_	φ10,000.00
(Program: NBC		S) IILWAUKEE - Estir	mata ia basad	on 4th () 202	2					
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/24	10/21/24	MTWTF	2	\$5,000.00	0.00					
N21 WTMJ 10/15/2	24 10/21/24	•	•	6-630pm	MTWTF	:30	5 \$1,000.00P-2	0.00 NM	5	\$5,000.00
(Program: TMJ	NEWS AT	6-630pm Live at 6PM)	opm News							
4Q24 COMSCC	RE (sell) - M	IILWAUKEE - Estir								
<u>Start Date</u> Week: 10/15/24	End Date 10/21/24	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$1,000.00	Rating 0.00					
N22 WTMJ 10/15/2				5-530pm	S-	:30	1 \$525.00P-3	0.00 NM	1	\$525.00
		SA 5-530pm Live		•						
(Program: TMJ ² 4Q24 COMSCO		5PM SAT) IILWAUKEE - Estir	mate is based	on 4th Q 202	2					
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/14/24	10/20/24	S-	1	\$525.00	0.00					
N23 WTMJ 10/15/2	24 10/19/24	SAT NBC Nightly SAT NBC Nightly		530-6p	S-	:30	1 \$5,000.00P-2	0.00 NM	1	\$5,000.00
(Program: NBC-		,			_					
		IILWAUKEE - Estir <u>Weekdays</u>		_						
<u>Start Date</u> Week: 10/14/24	End Date 10/20/24	S-	Spots/Week 1	<u>Rate</u> \$5,000.00	Rating 0.00					
N24 WTMJ 10/15/2	24 10/19/24	•	at 6 CM	6-630pm	S-	:30	1 \$550.00P-3	0.00 NM	1	\$550.00
(Program: TMJ	1 NEW/S AT	SA 6-630pm Live	e at 6							
		IILWAUKEE - Estir	mate is based	on 4th Q 202	2					
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/14/24 N25 WTMJ 10/15/2	10/20/24	S- SII 5-530nm Live	at 5 CM	\$550.00 5-530pm	0.00	:30	1 \$525.00P-3	0.00 NM	1	\$525.00
14 ZO 44 11410 10/10/2	L-T 10/20/24	SU 5-530pm Live		0-000piii	3	.50	ι ψυΖυ.υυΓ-3	O.OO INIVI	'	ψυΖυ.υυ
(Program: TMJ	NEWS AT	5PM SUN)						I		

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Order / Rev: 1264373 Advertiser: WinSenate

Alt Order #: WOC14528010 Product Desc: Issue TODAY'S TMJ4

Ln Ch Start		Inventory Code		Start/End on 4th Q 202	•	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/14/24 N26 WTMJ 10/15/2	10/20/24	S Milwaukee Tonigl	ht CM	\$525.00 630-7pm	0.00 MTWTF	:30	5	\$700.00P-2	0.00 NM	5	\$3,500.00
		Milwaukee Tonig		000 7 piii		.00	Ū	Ψ700.001 2	0.00 14111		ψο,σσσ.σσ
(Program: MILV 4Q24 COMSCC		NIGHT) ILWAUKEE - Estii	mate is based	on 4th Q 202	22						
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/24 N27 WTMJ 10/15/2	10/21/24	MTWTF	News CM	\$700.00 10-1035pm	0.00 MTWTF	:30	5	\$1,000.00P-2	0.00 NM	5	\$5.000.00
N 27 W 1 N J 10/13/2	24 10/21/24	M-F Live at 10pn		10-1033pm	MIWIF	.30	5	φ1,000.00P-2	U.UU INIVI	5	φ5,000.00
(Program: TMJ4		I0PM) ILWAUKEE - Estii	mate is hased	on 4th O 202	22						
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/24	10/21/24	MTWTF		\$1,000.00	0.00						
N 28 WTMJ 10/15/2	24 10/19/24	SA Live at 10pm SA Live at 10pm		10-1030pm	S-	:30	1	\$1,000.00P-2	0.00 NM	1	\$1,000.00
(Program: TMJ		IOPM SAT)									
	, ,	ILWAUKÉE - Estin		_							
Start Date Week: 10/14/24	End Date 10/20/24	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00						
N29 WTMJ 10/15/2	24 10/20/24	SU Live at 10pm		10-1035pm	S	:30	1	\$1,000.00P-2	0.00 NM	1	\$1,000.00
(Program: LIVE	ΔΤ 10ΡΜ ΔΕ	SU Live at 10pm	News								
		ILWAUKEE - Esti	mate is based	on Late New	s after NFL Sep21	I-Jan22 an	d Se	p22-Jan23			
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/14/24 N30 WTMJ 10/15/2	10/20/24	S Tonight Show	CM	\$1,000.00 1035-1137p	0.00 om MTWTF	:30	5	\$500.00P-3	0.00 NM	5	\$2,500.00
1430 WTWO 10/13/2	24 10/21/24	Tonight Show	Civi	1000-1107	MIWIF	.50	3	ψ300.001 -3	0.00 14101		Ψ2,300.00
(Program: TON		C) ILWAUKEE - Estir	mata is basad	on 4th O 202	22						
Start Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10/15/24	10/21/24	MTWTF	5		0.00						
N31 WTMJ 10/15/2	24 10/21/24	·	CM	1137pm-12	37am MTWTF	:30	5	\$200.00P-3	0.00 NM	5	\$1,000.00
(Program: SETI											
		ILWAUKEE - Esti									
Start Date Week: 10/15/24	End Date 10/21/24	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$200.00	<u>Rating</u> 0.00						
N32 WTMJ 10/15/2		Monday Prime A	CM	7-8p/7-9p	M	:30	1	\$5,000.00P-1	0.00 NM	1	\$5,000.00
(Dragram, TUE	VOICE)	Monday NBC Pri	me A								
(Program: THE 4Q24 COMSCC		ILWAUKEE									
Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/15/24 N33 WTMJ 10/15/2	10/21/24	M Tuesday Prime A		\$5,000.00 7-8p/7-9p	0.00 -T	:30	1	\$5,000.00P-1	0.00 NM	1	\$5,000.00
14 33 44 11413 10/13/2	24 10/13/24	Tuesday NBC Pr		1-0p/1-9p	-,	.50	'	φ3,000.00F-1	U.UU INIVI	'	φ5,000.00
(Program: THE 4Q24 COMSCC	VOICE)										
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/14/24	10/20/24	-T		\$5,000.00	0.00						
N 34 WTMJ 10/15/2	24 10/16/24	Wednesday Prim		7-8p/7-9p	W	:30	1	\$4,000.00P-2	0.00 NM	1	\$4,000.00
(Program: CHIC	CAGO MED)	Wednesday NBC	Prime A								
ÀQ2Ă COMSCO				_							
Start Date Week: 10/14/24	End Date 10/20/24	<u>Weekdays</u> w	Spots/Week 1	<u>Rate</u> \$4,000.00	Rating 0.00						
N 35 WTMJ 10/15/2				9-10pm	W	:30	1	\$4,000.00P-2	0.00 NM	1	\$4,000.00
/D 0:::-	MACC 55'	Wednesday NBC		•							
(Program: CHIC 4Q24 COMSCC		ILWAUKEE									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/14/24	10/20/24	W	1	\$4,000.00	0.00						

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Order / Rev: 1264373 Advertiser: WinSenate

Alt Order #: WOC14528010 Product Desc: Issue TODAY'S TMJ4

Ln Ch	Start	End	Inventory Code	Break	Start/End T	īme	Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
N36 WTMJ	10/15/2	24 10/17/24	Thursday Prime A	CM	7-8p/7-9p	_	T	:30	1 \$1,500.00P-3	0.00 NM	1	\$1,500.00
			Thursday NBC Prin	ne A								
\		& ORD RE (sell) - M	,									
	rt Date	End Date		Spots/Week	Rate	Ratin	ם					
Week: 10/	14/24	10/20/24	T	1		0.0	_					
N37 WTMJ	10/15/2	24 10/17/24	Thursday Prime B	CM	8-9p/8-10p	-	T	:30	1 \$3,000.00P-1	0.00 NM	1	\$3,000.00
(Due 2002)	0\0/	0 ODD	Thursday NBC Prir	ne B								
(Prograi 4Q24 C	m: LAVV :OMSCO	& ORD RE (sell) - M	ER SVU) ILWAUKEE									
	rt Date	End Date		Spots/Week	Rate	Ratin	1					
Week: 10/	14/24	10/20/24	T	1	\$3,000.00	0.0	0					
N38 WTMJ	10/15/2	24 10/17/24	Thursday Prime C	CM	9-10pm	-	T	:30	1 \$3,500.00P-1	0.00 NM	1	\$3,500.00
(Dro gro	m. I Δ\Δ/	9 amn. ODD	Thursday NBC Prir	ne C								
		& ORD RE (sell) - M										
	rt Date	End Date		Spots/Week	Rate	Ratin	1					
Week: 10/	14/24	10/20/24	T	1	\$3,500.00	0.0	0					
N39 WTMJ	10/15/2	24 10/18/24	Friday Prime A	CM	7-8p/7-9p	-	F	:30	1 \$1,200.00P-3	0.00 NM	1	\$1,200.00
(Program	m: COLL	EGE BOWL	Friday NBC Prime	A								
		RE (sell) - M										
	rt Date	End Date		Spots/Week	<u>Rate</u>	Ratin	1					
Week: 10/	14/24	10/20/24	F	1	\$1,200.00	0.0	0					
N40 WTMJ	10/15/2	24 10/19/24	Saturday Prime C	CM	9-10pm	-	S-	:30	1 \$2,000.00P-2	0.00 NM	1	\$2,000.00
(Progra	m: SATI	IRDAY NIGH	Saturday NBC Prin IT LIVE PRIME)	ne C								
			ILWAUKEE - Estima	ite is based	on SNL Prime	e Sep22	-Apr23					
<u>Sta</u>	rt Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Ratin	1					
Week: 10/		10/20/24	S-	1	+ =,	0.0						
N41 WTMJ	10/15/2	24 10/19/24	Big Ten FB - Day G		11am-630pn	n –	S-	:30	1 \$3,000.00P-2	0.00 NM	1	\$3,000.00
(Progra	m· CFB I	BIG TEN AF	Big Ten FB - Late (TFRNOON)	Jame								
			ILWAUKEE - Estima	ite is based	upon Big 10 g	games c	n WITI in	2022 minu	s Wisconsin game	3		
	rt Date	End Date		Spots/Week	Rate	Ratin	_					
Week: 10/		10/20/24	S-		\$3,000.00	0.0						
N 42 WTMJ	10/15/2	24 10/19/24	Big Ten FB - Prime Big Ten FB - Prime		630-11pm	-	S-	:30	1 \$3,000.00P-2	0.00 NM	1	\$3,000.00
(Progra	m: CFB I	BIG TEN PR	0	Gaille								
		, ,	ILWAUKEE - Estima					2022 minu	s Wisconsin game	s		
			Weekdays S				-					
Week: 10/		10/20/24	S-	1	, . ,	0.0			4 #45 000 00 B 4	0.00 NIM		#45 000 00
N43 WTMJ	10/15/2	24 10/19/24	Big Ten FB - Prime Big Ten FB - WISC		630-11pm	_	S-	:30	1\$15,000.00P-1	0.00 NM	1	\$15,000.00
(Progra	m: CFB I	BIG TEN WI		ONOIN								
4Q24 C	OMSCO	RE (sell) - M	ILWAUKÉE - Estima	ite is based	upon Big 10 \	Viscons	in games	on WITI in	2022			
	rt Date	End Date		Spots/Week	Rate	Ratin	_					
Week: 10/		10/20/24	S-		\$15,000.00	0.0	S	.20	1 ¢10 500 00 D 1	0.00 NM	1	¢12 E00 00
IN 44 VV I IVIJ	10/13/2	24 10/20/24	Su - NFL Pre-Game NFL Pregame FNIA		6-715pm	_	5	:30	1\$12,500.00P-1	0.00 NM	'	\$12,500.00
			NIGHT AMER)									
			ILWAUKEE - Estima			·						
	rt Date	End Date		Spots/Week	Rate	Ratin	_					
Week: 10/		10/20/24	NEL Camp Sunday		\$12,500.00	0.0	S	:30	1 \$25 000 000 4	0.00 NIN4	4	¢25 000 00
CIVII VV C+VI	10/15/2	<u>-</u> 4 10/20/24	NFL Game Sunday NFL Game Sunday		12pm-12am	_	5	.30	1\$25,000.00P-1	0.00 NM	1	\$25,000.00
		SNF NON-PA	ACKERS)									
			ILWAUKEE - Estima					Packer ga	mes			
	rt Date	End Date	<u>Weekdays</u> S	Spots/Week		Ratin	_					
Week: 10/	14/24	10/20/24	5	1	\$25,000.00	0.0	U					