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Orders Order / Rev: 1288326

Alt Order #: WOC14649488
Product Desc: TV

Estimate: 2596

WTVR

Flight Dates: 05/15/24 - 05/28/24

Primary AE: John Saladino

Original Date / 05/13/24 / 05/13/24

Sales

Office: EWSDC

Order Type: GENERAL

Sales

Region: NAT

Agency Name: Medium Buying LLC

Buying Contact:

Billing Type: Cash

Billing Contact:

Billing Calendar: Broadcast

815 Grandview Ave STE 600

Billing Cycle: EOM/EOC

Columbus, OH 43215

Agency Commission: 15%

Advertiser Name: Conservative Outsider PAC

Demographic: A35+

New

Business End:

Product Codes: Non-Ballot Issue

Advertiser External263158

Revenue Code 1: DISC

Agency External ID:114639

Revenue Code 2: POL

Unit

Code: General

Revenue Code 3: ISS

Order

Separation: 00:15:00

Priority: DEF

Bill Plan

Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month
May 2024		200	\$138,000.0	\$117,300.0	
04/29/24	05/26/24	200	\$138,000.00	\$117,300.00	June 2024
46			\$33,450.0	\$28,432.5	0.00
05/27/24	05/28/24	46	\$33,450.00	\$28,432.50	

M

Account Executives	Sales Office	Sales Region	Start Date / End Date
John Saladino			

T

Order % 100% Start Of Order - End Of

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days
1	N	05/15/2023	05/28/2023	2M-F 530-6am News	CM	5:30 AM-6:00	MTWTF--
:30 5 \$350.00P-10.00 NM 10 \$3,500.00							
M-F 530-6am News							
(Program: CBS6 EARLY MRNG 530A)							
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED							
ON PAV of CBS 6 Early Morn							
64 times on 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023,							
4/3/2023, 4/4/2023, 4/5/2023, 4/6/							
4/12/2023, 4/13/2023							
Start Date End Date Weekdays Spots/Week Rate Rating							
Week:05/15/24 05/21/24 MTWTF-- \$350.00 0.00							
Week:05/22/24 05/28/24 MTWTF-- \$350.00 0.00							
2	N	05/15/2023	05/28/2023	2M-F 6-630am News	CM	6:00 AM-6:30	MTWTF--
:30 5 \$650.00P-30.00 NM 10 \$6,500.00							
M-F 6-630am News							
(Program: CBS6 THIS MRNG)							
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED							
ON PAV of CBS 6 This Morn							
65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023,							
3/31/2023, 4/3/2023, 4/4/2023, 4/5							
4/1Start Date End Date Weekdays Spots/Week Rate Rating							
Week:05/15/24 05/21/24 MTWTF-- \$650.00 0.00							
Week:05/22/24 05/28/24 MTWTF-- \$650.00 0.00							
3	N	05/15/2023	05/28/2023	2M-F 630-7am News	CM	6:30 AM-7:00	
:30 5 \$700.00P-30.00 NM 10 \$7,000.00							
M-F 630-7am News							
(Program: CBS6 THIS MRNG)							
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED							
ON PAV of CBS 6 This Morn							
65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023,							
3/31/2023, 4/3/2023, 4/4/2023, 4/5							

Order / Rev: 1288326
Outsider PAC

Advertiser: Conservative

Alt Order #: WOC14649488
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Product DescTV

Flight Dates:05/15/24 - 05/28/24

Estimate: 2596

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days
Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
		4/11/2023,	4/12/2023						
		Start	Dat	End	Date	Weekdays	Spots/Week	Rate	Rating
		Week:05/15/24	05/21/24	MTWTF--			\$700.00	0.00	
		Week:05/22/24	05/28/24	MTWTF--			\$700.00	0.00	
N	WTVR	05/15/205/28/2M-F	CBS Mornings	CM	7:00 AM-8:00	MTWTF--			
:30	10	\$650.00	P-30.00	NM	20	\$13,000.00			
						M-F CBS Mornings 7-8a			
						(Program: CBS THIS MORNING)			
						2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED			
						ON PAV of CBS Mornings on W			
						times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023,			
						4/3/2023, 4/4/2023, 4/5/20			
						4/11/2023, 4/12/2023, 4/13			
		Start	Dat	End	Date	Weekdays	Spots/Week	Rate	Rating
		Week:05/15/24	05/21/24	MTWTF--			1	\$650.00	0.00
		Week:05/22/24	05/28/24	MTWTF--			1	\$650.00	0.00
N	WTVR	05/15/205/28/2M-F	CBS Mornings	CM	8:00 AM-9:00	MTWTF--			
:30	10	\$600.00	P-30.00	NM	20	\$12,000.00			
						M-F CBS Mornings 8-9a			
						(Program: CBS THIS MORNING)			
						2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED			
						ON PAV of CBS Mornings on W			
						times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023,			
						4/3/2023, 4/4/2023, 4/5/20			
		4/1	Start	Dat	End	Date,Weekdays	Spots/Week	Rate	Rating
		Week:05/15/24	05/21/24	MTWTF--			1	\$600.00	0.00
		Week:05/22/24	05/28/24	MTWTF--			1	\$600.00	0.00
N	WTVR	05/15/205/28/2M-F	9-10am	CM	9-10am	MTWTF--			
:30	10	\$250.00	P-10.00	NM	20	\$5,000.00			
						M-F 9-10am			
						(Program: VA THIS MORNING)			
						2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED			
						ON PAV of Virginia This Mor			
						66 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023,			
						3/31/2023, 4/3/2023, 4/4/2023, 4/5			
						4/11/2023, 4/12/2			
		Start	Dat	End	Date	Weekdays	Spots/Week	Rate	Rating
		Week:05/15/24	05/21/24	MTWTF--			1	\$250.00	0.00
		Week:05/22/24	05/28/24	MTWTF--			1	\$250.00	0.00
N	WTVR	05/15/205/28/2M-F	10-11am	CM	10:00 AM-11:00	MTWTF--			
:30	10	\$900.00	P-20.00	NM	20	\$18,000.00			

M-F 10-11am

(Program: LETS MAKE A DEAL)

2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED

ON PAV of WTVR airing Let's

3/27/2023, Let's Make a Deal 2 on 3/27/2023, Let's Make a Deal 1 on 3/28/2023, Let's Make

Deal 1 on 3/29/2023,

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
05/22/24	05/28/24	MTWTF--	1	\$900.00	0.00

N	WTVR	05/15/205/28/2M-F	11am-12pm	CM	11:00 AM-12:00	MTWTF--
:30	10	\$1,200.0P-20.00	NM	20	\$24,000.00	

M-F 11am-12pm

(Program: PRICE IS RIGHT)

2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED

ON PAV of WTVR airing Price

3/27/2023, Price is Right 2 on 3/27/2023, Price is Right 1 on 3/28/2023, Price is Right 2

PriStart Date	End Date	Weekdays	Spots/Week	Rate	Rating
05/15/24	05/21/24	MTWTF--	1	\$1,200.0	0.00
05/22/24	05/28/24	MTWTF--	1	\$1,200.0	0.00

N	WTVR	05/15/205/28/2M-F	12-1230pm	NeCM	12:00 PM-12:30	MTWTF--
:30	5	\$1,100.0P-20.00	NM	10	\$11,000.00	

M-F 12-1230pm News

(Program: CBS6 NEWS AT NOON)

2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED

ON PAV of CBS 6 News @ Noon

65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5 4/11/2023, 4/12/2023,

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
05/15/24	05/21/24	MTWTF--		\$1,100.0	0.00
05/22/24	05/28/24	MTWTF--		\$1,100.0	0.00

N	WTVR	05/15/205/28/2M-F	1230-130pm	CM	12:30 PM-1:30	MTWTF--
:30	5	\$1,700.0P-20.00	NM	10	\$17,000.00	

M-F 1230-130pm

(Program: YOUNG & THE RESTLESS)

2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED

ON PAV of The Young and the

airing 65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/20

4/1Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
05/15/24	05/21/24	MTWTF--		\$1,700.0	0.00

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Product DescTV

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	
Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount			
			Start	Dat	End	Date	Weekdays	Spots/Week	Rate	Rating
		Week:05/22/24	05/28/24	MTWTF--				\$1,700.0	0.00	
N	WTVR	05/15/205/28/2M-F	4-430pm	News	CM		4:00 PM-4:30	MTWTF--		
:30	5	\$400.00	P-30.00	NM	10	\$4,000.00				
							M-F 4-430pm	News		
							(Program: CBS6 NEWS AT 4P)			
							2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED			
ON PAV	of CBS 6 News @ 4:00						airing 58 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023,			
							3/31/2023, 4/3/2023, 4/4/20			
							4/10/2023, 4/13/2023, 4/14/202			
							Start DatEnd Date Weekdays	Spots/Week	Rate	Rating
		Week:05/15/24	05/21/24	MTWTF--				\$400.00	0.00	
		Week:05/22/24	05/28/24	MTWTF--				\$400.00	0.00	
N	WTVR	05/15/205/28/2M-F	430-5pm	News	CM		4:30 PM-5:00	MTWTF--		
:30	5	\$450.00	P-30.00	NM	10	\$4,500.00				
							M-F 430-5pm	News		
							(Program: CBS6 NEWS AT 430P)			
							2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED			
ON PAV	of CBS 6 News @ 4:00						airing 58 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023,			
							3/31/2023, 4/3/2023, 4/4/20			
							4/1Start DatEnd Date,Weekdays2	Spots/Week	Rate	Rating
		Week:05/15/24	05/21/24	MTWTF--				\$450.00	0.00	
		Week:05/22/24	05/28/24	MTWTF--				\$450.00	0.00	
N	WTVR	05/15/205/28/2M-F	5-530pm	News	CM		5:00 PM-5:30	MTWTF--		
:30	5	\$500.00	P-30.00	NM	10	\$5,000.00				
							(Program: CBS6 LIVE AT 5P)			
							2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED			
ON PAV	of CBS 6 News @ 5:00						airing 20 times on 5/1/2023, 5/2/2023, 5/3/2023, 5/4/2023,			
							5/5/2023, 5/8/2023, 5/9/2023, 5			
							5/15/2023, 5/16/2023, 5/17/2023,			
							Start DatEnd Date Weekdays	Spots/Week	Rate	Rating
		Week:05/15/24	05/21/24	MTWTF--				\$500.00	0.00	
		Week:05/22/24	05/28/24	MTWTF--				\$500.00	0.00	
N	WTVR	05/15/205/28/2M-F	530-6pm	News	CM		5:30 PM-6:00	MTWTF--		
:30	5	\$500.00	P-30.00	NM	10	\$5,000.00				
							M-F 530-6pm	News		
							(Program: CBS6 NEWS AT 530P)			
							2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED			
ON PAV	of CBS 6 News @ 5:30						airing 20 times on 5/1/2023, 5/2/2023, 5/3/2023, 5/4/2023,			
							5/5/2023, 5/8/2023, 5/9/2023, 5			
							5/15/2023, 5/16/2023, 5/17/2023,			
							Start DatEnd Date Weekdays	Spots/Week	Rate	Rating
		Week:05/15/24	05/21/24	MTWTF--				\$500.00	0.00	
		Week:05/22/24	05/28/24	MTWTF--				\$500.00	0.00	

N WTVR 05/15/205/28/2M-F 6-630pm NewsCM 6:00 PM-6:30 MTWTF--
:30 5\$1,000.0P-20.00 NM 10\$10,000.00
M-F 6-630pm News
(Program: CBS6 NEWS 6P)
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED
ON PAV of CBS 6 News @ 6:00
airing 20 times on 5/1/2023, 5/2/2023, 5/3/2023, 5/4/2023,
5/5/2023, 5/8/2023, 5/9/2023, 5
5/1Start DatEnd Date,Weekdays23, Spots/Week Rate Rating
Week:05/15/24 05/21/24 MTWTF-- \$1,000.0 0.00
Week:05/22/24 05/28/24 MTWTF-- \$1,000.0 0.00

N WTVR 05/15/205/28/2M-F 7-730pm CM 7:00 PM-7:30
:30 5\$1,200.0P-10.00 NM 10\$12,000.00
M-F 7-730pm
(Program: ENTERTAINMENT TONIGHT)
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED
ON PAV of Entertainment Ton
90 times on 12/26/2022, 12/27/2022, 12/28/2022, 12/29/2022,
12/30/2022, 1/2/2023, 1/3/2023
1/9/2023, 1/10/2023, 1/
Start DatEnd Date Weekdays Spots/Week Rate Rating
Week:05/15/24 05/21/24 MTWTF-- \$1,200.0 0.00
Week:05/22/24 05/28/24 MTWTF-- \$1,200.0 0.00

N WTVR 05/15/205/28/2M-F 730-8pm NewsCM 7:30 PM-8:00 MTWTF--
:30 5 \$400.00P-20.00 NM 10 \$4,000.00
M-F 730-8pm News
(Program: CBS6 NEWS AT 730P)
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED
ON PAV of Entertainment Ton
90 times on 12/26/2022, 12/27/2022, 12/28/2022, 12/29/2022,
12/30/2022, 1/2/2023, 1/3/2023
1/9/2023, 1/10/2023, 1/
Start DatEnd Date Weekdays Spots/Week Rate Rating
Week:05/15/24 05/21/24 MTWTF-- \$400.00 0.00
Week:05/22/24 05/28/24 MTWTF-- \$400.00 0.00

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Order / Rev: 1288326 Advertiser: Conservative
Outsider PAC
Alt Order #: WOC14649488 Product DescTV
WTVR

Flight Dates:05/15/24 - 05/28/24 Estimate: 2596

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days
Len	Spots	Rate	PriRtg	Type	Spots	Amount	
N	WTVR	05/15/205/28/2M-F	11-1135pm	NeCM	11:00	PM-11:3M	MTWTF--
:30	5	\$575.00	P-20.00	NM	10	\$5,750.00	
							M-F 11-1135pm News

(Program: CBS6 NEWS AT 11P)
 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED
 ON PAV of CBS 6 News @ 11:0
 airing 64 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023,
 3/31/2023, 4/4/2023, 4/5/20
 4/11/2023, 4/12/2023, 4/13/2

Start	End	Date	Weekdays	Spots/Week	Rate	Rating
Week:05/15/24	05/21/24		MTWTF--		\$575.00	0.00
Week:05/22/24	05/28/24		MTWTF--		\$575.00	0.00
N	WTVR	05/15/205/25/2SA	630-7am News CM	6:30 AM-7:00		-----S-
:30	1	\$175.00P-60.00	NM 2	\$350.00		

SA 630-7am News

(Program: CBS6 SAT MRNG AT 630A)
 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED
 ON PAV of CBS 6 Saturday Mo
 WTVR airing 13 times on 12/31/2022, 1/7/2023, 1/14/2023,
 1/21/2023, 1/28/2023, 2/4/2023, 2

Start	End	Date	Weekdays	Spots/Week	Rate	Rating
Week:05/15/24	05/21/24		-----S-		\$175.00	0.00
Week:05/22/24	05/28/24		-----S-		\$175.00	0.00
N	WTVR	05/15/205/25/2SA	7-730am News CM	7:00 AM-7:30		-----S-
:30	1	\$225.00P-30.00	NM 2	\$450.00		

SA 7-730am News

(Program: CBS6 SAT MRNG AT 7A)
 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED
 ON PAV of CBS 6 Saturday Mo
 WTVR airing 13 times on 4/1/2023, 4/8/2023, 4/15/2023,
 4/22/2023, 4/29/2023, 5/6/2023, 5/1
 6/3/2023, 6/10/2023, 6/17/2

Start	End	Date	Weekdays	Spots/Week	Rate	Rating
Week:05/15/24	05/21/24		-----S-		\$225.00	0.00
Week:05/22/24	05/28/24		-----S-		\$225.00	0.00
N	WTVR	05/15/205/25/2SA	730-8am News CM	7:30 AM-8:00		-----S-
:30	1	\$250.00P-30.00	NM 2	\$500.00		

SA 730-8am News

(Program: CBS6 SAT MRNG AT 730A)
 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED
 ON PAV of CBS 6 Saturday Mo
 WTVR airing 13 times on 4/1/2023, 4/8/2023, 4/15/2023,
 4/22/2023, 4/29/2023, 5/6/2023, 5/1
 6/3/2023, 6/10/2023, 6/17/2

Start	End	Date	Weekdays	Spots/Week	Rate	Rating
Week:05/15/24	05/21/24		-----S-		\$250.00	0.00
Week:05/22/24	05/28/24		-----S-		\$250.00	0.00
N	WTVR	05/15/205/25/2SA	6-630pm News CM	6:00 PM-6:30		-----S-
:30	1	\$350.00P-20.00	NM 2	\$700.00		

SA 6-630pm News

(Program: CBS6 NEWS 6P SAT)
 2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED
 ON PAV of CBS 6 News Weeken
 airStart DatEnd Date1Weekdays4/22Spots/Week9/Rate, 5Rating3,
 5/13/2023, 5/27/2023, 6/3/202

Week:05/15/24	05/21/24		-----S-		\$350.00	0.00
Week:05/22/24	05/28/24		-----S-		\$350.00	0.00

N WTVR 05/15/205/26/2SU 630-7am News CM 6:30 AM-7:00
:30 1 \$175.00P-60.00 NM 2 \$350.00
SU 630-7am News
(Program: CBS6 SUN MRNG AT 630A)
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED
ON PAV of CBS 6 Sunday Morn
WTVR airing 13 times on 4/2/2023, 4/9/2023, 4/16/2023,
4/23/2023, 4/30/2023, 5/7/2023, 5/1
6/4/2023, 6/11/2023, 6/18/2023
Start DatEnd Date Weekdays Spots/Week Rate Rating
Week:05/15/24 05/21/24 -----S \$175.00 0.00
Week:05/22/24 05/28/24 -----S \$175.00 0.00

N WTVR 05/15/205/26/2SU 7-730am News CM 7:00 AM-7:30 -----S
:30 1 \$225.00P-30.00 NM 2 \$450.00
SU 7-730am News
(Program: CBS6 SUN MRNG AT 7A)
2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED
ON PAV of CBS 6 Sunday Morn
WTVR airing 13 times on 4/2/2023, 4/9/2023, 4/16/2023,
4/23/2023, 4/30/2023, 5/7/2023, 5/1
6/4/2023, 6/11/2023, 6/18/2023
Start DatEnd Date Weekdays Spots/Week Rate Rating
Week:05/15/24 05/21/24 -----S \$225.00 0.00
Week:05/22/24 05/28/24 -----S \$225.00 0.00

N WTVR 05/15/205/26/2SU 730-8am News CM 7:30 AM-8:00 -----S
:30 1 \$250.00P-30.00 NM 2 \$500.00
SU 730-8am News
(Program: CBS6 SUN MRNG AT 730A)

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Outsider PAC
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Len	Spots	Rate	PriRtgType	Spots	Amount		
				2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED			
ON PAV of CBS 6 Sunday Morn							
WTVR airing 13 times on 4/2/2023, 4/9/2023, 4/16/2023, 4/23/2023, 4/30/2023, 5/7/2023, 5/1 6/4/2023, 6/11/2023, 6/18/2023							
				Start DatEnd Date Weekdays	Spots/Week	Rate	Rating
				Week:05/15/24 05/21/24 -----S	\$250.00	0.00	
				Week:05/22/24 05/28/24 -----S	\$250.00	0.00	
N	WTVR	05/15/205/26/2SU	630-7pm News	CM	6:30 PM-7:00	-----S	
:30	1	\$450.00P-20.00	NM	2	\$900.00		

SU 630-7pm News

(Program: CBS6 WKND NEWS SUN)

2Q24 COMSCORE (sell) - RICHMOND-PETERSBURG - ESTIMATE IS BASED

ON PAV of CBS 6 News @ 6:30

airStart DatEnd Date2Weekdays/23/Spots/Week/2Rate 5/Rating,
5/14/2023, 5/28/2023, 6/4/2023

Week:05/15/24	05/21/24	-----S	\$450.00	0.00
Week:05/22/24	05/28/24	-----S	\$450.00	0.00

otal 246\$171,450.00

