

ORDER



Orders
Order / Rev: 1288113
Alt Order #: WOC14649088
Product Desc: Political
Estimate: 1542
Flight Dates: 05/14/24 - 05/20/24
Original Date / Rev: 05/13/24 / 05/13/24
Order Type: GENERAL

WGBA
Primary AE: Matthew Mulzoff
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Grassroots Media
Buying Contact:
Billing Contact:
 146 Montgomery Avenue
 Bala Cynwyd, PA 19004

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

Advertiser Name: Baldwin/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 End:
Advertiser External ID: 203123
Agency External ID: 131043
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/20/24	69	\$7,530.00	\$6,400.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	69	\$7,530.00	\$6,400.50	0.00
Totals	69	\$7,530.00	\$6,400.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Mulzoff	EWSDC	NAT	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	05/14/24	05/20/24	M-F 7-9am Today Show M-F 7-9am Today Show	CM	7-9am	44444--	:30	20	\$80.00	P-3	0.00	NM	20	\$1,600.00
(Program: TODAY SHW) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/14/24	05/20/24	44444--	20	\$80.00	0.00								
N 2	WGBA	05/14/24	05/20/24	M-F 4-430pm M-F 4-430pm	CM	4-430pm	11111--	:30	5	\$50.00	P-3	0.00	NM	5	\$250.00
(Program: FAMILY FEUD) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/14/24	05/20/24	11111--	5	\$50.00	0.00								
N 3	WGBA	05/14/24	05/18/24	SAT 6pm NBC 26 News SAT 6pm NBC 26 News	CM	6-630pm/630-7p	-----1-	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
(Program: NBC26 NEWS-6) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/13/24	05/19/24	-----1-	1	\$100.00	0.00								
N 4	WGBA	05/14/24	05/19/24	SU 5pm NBC 26 News SU 5pm NBC 26 News	CM	5-530pm	-----1	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
(Program: NBC26 NEWS-5) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON															
		<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

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N 5	WGBA	05/14/24	05/19/24	SA/SU NBC Nightly News	CM	530-6pm	-----11	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-----1		1				\$100.00		0.00			
		(Program: NBC NITELY NWS) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
N 6	WGBA	05/14/24	05/20/24	M-F 6pm NBC 26 News	CM	6-630pm	11111--	:30	5	\$90.00	P-3	0.00	NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-----11		2				\$150.00		0.00			
		(Program: NBC26 NEWS-6) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
N 7	WGBA	05/14/24	05/20/24	M-F 5pm NBC 26 News	CM	5-530pm	11111--	:30	5	\$80.00	P-3	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	11111--		5				\$90.00		0.00			
		(Program: NBC26 NEWS-5) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
N 8	WGBA	05/14/24	05/20/24	M-F NBC Nightly News	CM	530-6pm/630-7p	11111--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	11111--		5				\$150.00		0.00			
		(Program: NBC NITELY NWS) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
N 9	WGBA	05/14/24	05/20/24	M-F 630-7pm	CM	630-7pm	11111--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	11111--		5				\$100.00		0.00			
		(Program: FAMILY FEUD) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
N 10	WGBA	05/14/24	05/15/24	Wednesday Prime A	CM	7-8p/7-9p	--1----	:30	1	\$425.00	P-3	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	--1----		1				\$425.00		0.00			
		(Program: CHICAGO MED) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
N 11	WGBA	05/14/24	05/20/24	Monday Prime A	CM	7-8p/7-9p	1-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	1-----		1				\$375.00		0.00			
		(Program: THE VOICE 2024) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
N 12	WGBA	05/14/24	05/16/24	Thursday Prime C	CM	9-10pm	---1---	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	---1---		1				\$275.00		0.00			
		(Program: LAW & ORDER OC 2024) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
N 13	WGBA	05/14/24	05/20/24	Monday Prime C	CM	9-10pm	1-----	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	1-----		1				\$325.00		0.00			
		(Program: DEAL OR NO DEAL) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
N 14	WGBA	05/14/24	05/14/24	Tuesday Prime B	CM	8-9p/8-10p	-1-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-1-----		1				\$375.00		0.00			
		(Program: THE VOICE) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
N 15	WGBA	05/14/24	05/20/24		CM	10-1035pm	1111111	:30	7	\$110.00	P-3	0.00	NM	7	\$770.00

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				M-SU 10pm NBC 26 New											
				M-SU 10pm NBC 26 News											
				(Program: NBC26 NEWS-10)											
				2Q24 COMSCORE (sell) - GREEN BAY-APPLETON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	1111111		7				\$110.00		0.00			
N 16	WGBA	05/14/24	05/19/24	SUN 10pm NBC 26 New	CM	10-1035pm	-----1	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
				SUN 10pm NBC 26 News											
				(Program: NBC26 NEWS-10)											
				2Q24 COMSCORE (sell) - GREEN BAY-APPLETON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-----1		1				\$110.00		0.00			
N 17	WGBA	05/14/24	05/20/24	M-F 1035pm Tonight Sh	CM	1035-1135pm	11111--	:30	5	\$60.00	P-3	0.00	NM	5	\$300.00
				M-F 1035pm Tonight Show											
				(Program: TONITE SHW-NBC)											
				2Q24 COMSCORE (sell) - GREEN BAY-APPLETON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	11111--		5				\$60.00		0.00			
N 18	WGBA	05/14/24	05/18/24	Saturday Night Live	CM	1030pm-12am	-----1-	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				Saturday Night Live											
				(Program: SAT NITE LIVE)											
				2Q24 COMSCORE (sell) - GREEN BAY-APPLETON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-----1-		1				\$100.00		0.00			
N 19	WGBA	05/14/24	05/20/24	M-F 11am-12pm	CM	11am-12pm	MTWTF--	:30	1	\$25.00	P-3	0.00	NM	1	\$25.00
				M-F 11am-12pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-TWTF--		1				\$25.00		0.00			
Week:		05/20/24	05/26/24	-----		0				\$25.00		0.00			
													Totals	69	\$7,530.00