

ORDER



WMLW-TV

Orders
Order / Rev: 458560
Alt Order #: 10783734
Product Desc: HABUSH SINYKIN FOR S
Estimate: 13313
Flight Dates: 10/01/24 - 11/04/24
Original Date / Rev: 06/04/24 / 06/04/24
Order Type: GENERAL

Primary AE: Nick Welte
Sales Office: HPHIL
Sales Region: NAT

Agency Name: Great American Media
Buying Contact: Jesse Demastrie
Billing Contact: Andrew Hutson
 3050 K Street NW
 Washington, DC 20007

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

Advertiser Name: Poli/J Sinykin/D/SSN/WI
Demographic: A35+
Product Codes: PL ST Senate
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-3

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/30/24	10/27/24	73	\$6,355.00	\$5,401.75
10/28/24	11/04/24	20	\$1,695.00	\$1,440.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	73	\$6,355.00	\$5,401.75	0.00
November 2024	20	\$1,695.00	\$1,440.75	0.00
Totals	93	\$8,050.00	\$6,842.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WMLW-TV	1%	\$8,050.00
Market	100%	\$805,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WDJT	22%	\$177,100.00
WISN	24%	\$193,200.00
WITI	35%	\$281,750.00
WPXE	0%	\$0.00
WTMJ	18%	\$144,900.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WMLW	10/06/24	11/03/24	Sun 10a-11a CBS58 Sunday Morning	CM	Sun 10a-11a	-----1	:30	1	\$20.00	P-3	0.00	NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/06/24	10/12/24	-----1		1		\$20.00		0.00					
		Week: 10/13/24	10/19/24	-----1		1		\$20.00		0.00					

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/06/24	10/12/24	-----1		1				\$20.00		0.00			
Week:		10/13/24	10/19/24	-----1		1				\$20.00		0.00			
Week:		10/20/24	10/26/24	-----1		1				\$20.00		0.00			
Week:		10/27/24	11/02/24	-----1		1				\$20.00		0.00			
Week:		11/03/24	11/09/24	-----1		1				\$20.00		0.00			
N 2	WMLW	10/05/24	11/02/24	Sat 12n-4pm Chicago P.D.	CM	2-3p (2:00 PM-3:00 PM)	-----1-	:30	1	\$25.00	P-3	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/24	10/11/24	-----1-		1				\$25.00		0.00			
Week:		10/12/24	10/18/24	-----		0				\$0.00		0.00			
Week:		10/19/24	10/25/24	-----1-		1				\$25.00		0.00			
Week:		10/26/24	11/01/24	-----		0				\$0.00		0.00			
Week:		11/02/24	11/08/24	-----1-		1				\$25.00		0.00			
N 3	WMLW	10/12/24	10/26/24	Sat 12n-4pm Chicago P.D.	CM	3-4p (3:00 PM-4:00 PM)	-----1-	:30	1	\$25.00	P-3	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/12/24	10/18/24	-----1-		1				\$25.00		0.00			
Week:		10/19/24	10/25/24	-----		0				\$0.00		0.00			
Week:		10/26/24	11/01/24	-----1-		1				\$25.00		0.00			
N 4	WMLW	10/05/24	11/02/24	Sat 4p-5p Chicago P.D.	CM	Sat 4p-5p	-----1-	:30	1	\$25.00	P-3	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/24	10/11/24	-----1-		1				\$25.00		0.00			
Week:		10/12/24	10/18/24	-----		0				\$0.00		0.00			
Week:		10/19/24	10/25/24	-----1-		1				\$25.00		0.00			
Week:		10/26/24	11/01/24	-----		0				\$0.00		0.00			
Week:		11/02/24	11/08/24	-----1-		1				\$25.00		0.00			
N 5	WMLW	10/13/24	10/27/24	Sun 11a-12p 9-1-1	CM	Sun 11a-12p	-----1	:30	1	\$25.00	P-3	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/13/24	10/19/24	-----1		1				\$25.00		0.00			
Week:		10/20/24	10/26/24	-----		0				\$0.00		0.00			
Week:		10/27/24	11/02/24	-----1		1				\$25.00		0.00			
N 6	WMLW	10/06/24	11/03/24	Sun 12p-1p Law & Order SVU	CM	Sun 12p-1p	-----1	:30	1	\$25.00	P-3	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/06/24	10/12/24	-----1		1				\$25.00		0.00			
Week:		10/13/24	10/19/24	-----		0				\$0.00		0.00			
Week:		10/20/24	10/26/24	-----1		1				\$25.00		0.00			
Week:		10/27/24	11/02/24	-----		0				\$0.00		0.00			
Week:		11/03/24	11/09/24	-----1		1				\$25.00		0.00			
N 7	WMLW	10/13/24	10/27/24	Sun 1p-2p Law & Order SVU	CM	Sun 1p-2p	-----1	:30	1	\$25.00	P-3	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/13/24	10/19/24	-----1		1				\$25.00		0.00			
Week:		10/20/24	10/26/24	-----		0				\$0.00		0.00			
Week:		10/27/24	11/02/24	-----1		1				\$25.00		0.00			
N 8	WMLW	10/06/24	11/03/24	Sun 2p-3p Law & Order SVU	CM	Sun 2p-3p	-----1	:30	1	\$25.00	P-3	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/06/24	10/12/24	-----1		1				\$25.00		0.00			
Week:		10/13/24	10/19/24	-----		0				\$0.00		0.00			
Week:		10/20/24	10/26/24	-----1		1				\$25.00		0.00			
Week:		10/27/24	11/02/24	-----		0				\$0.00		0.00			
Week:		11/03/24	11/09/24	-----1		1				\$25.00		0.00			
N 9	WMLW	10/13/24	10/27/24	Sun 3p-4p Law & Order SVU	CM	Sun 3p-4p	-----1	:30	1	\$25.00	P-3	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/13/24	10/19/24	-----1		1				\$25.00		0.00			
Week:		10/20/24	10/26/24	-----		0				\$0.00		0.00			
Week:		10/27/24	11/02/24	-----1		1				\$25.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 10	WMLW	10/06/24	11/03/24	Sun 4p-5p Law & Order SVU	CM	Su 4p-5p	-----1	:30	1	\$25.00	P-3	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/06/24	10/12/24	-----1					1	\$25.00		0.00			
	Week:	10/13/24	10/19/24	-----					0	\$0.00		0.00			
	Week:	10/20/24	10/26/24	-----1					1	\$25.00		0.00			
	Week:	10/27/24	11/02/24	-----					0	\$0.00		0.00			
	Week:	11/03/24	11/09/24	-----1					1	\$25.00		0.00			
N 11	WMLW	10/01/24	11/04/24	M-F 9pm News M-F 9pm News - 1hr	CM	9p-10P	MTWTF--	:30	4	\$100.00	P-3	0.00	NM	20	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/24	10/07/24	MTWTF--					4	\$100.00		0.00			
	Week:	10/08/24	10/14/24	MTWTF--					4	\$100.00		0.00			
	Week:	10/15/24	10/21/24	MTWTF--					4	\$100.00		0.00			
	Week:	10/22/24	10/28/24	MTWTF--					4	\$100.00		0.00			
	Week:	10/29/24	11/04/24	MTWTF--					4	\$100.00		0.00			
N 12	WMLW	10/05/24	11/02/24	Sat-Sun 9pm News Sat-Sun 9pm News - 1hr	CM	9p-10P	-----1-	:30	1	\$75.00	P-3	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/05/24	10/11/24	-----1-					1	\$75.00		0.00			
	Week:	10/12/24	10/18/24	-----					0	\$0.00		0.00			
	Week:	10/19/24	10/25/24	-----1-					1	\$75.00		0.00			
	Week:	10/26/24	11/01/24	-----					0	\$0.00		0.00			
	Week:	11/02/24	11/08/24	-----1-					1	\$75.00		0.00			
N 13	WMLW	10/13/24	10/27/24	Sat-Sun 9pm News Sat-Sun 9pm News - 1hr	CM	9p-10P	-----1	:30	1	\$75.00	P-3	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/13/24	10/19/24	-----1					1	\$75.00		0.00			
	Week:	10/20/24	10/26/24	-----					0	\$0.00		0.00			
	Week:	10/27/24	11/02/24	-----1					1	\$75.00		0.00			
N 14	WMLW	10/01/24	11/04/24	M-F 6p-630p Big Bang Theory	CM	6p-630p	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/24	10/07/24	MTWTF--					2	\$150.00		0.00			
	Week:	10/08/24	10/14/24	MTWTF--					2	\$150.00		0.00			
	Week:	10/15/24	10/21/24	MTWTF--					2	\$150.00		0.00			
	Week:	10/22/24	10/28/24	MTWTF--					2	\$150.00		0.00			
	Week:	10/29/24	11/04/24	MTWTF--					2	\$150.00		0.00			
N 15	WMLW	10/01/24	11/04/24	M-F 630p-7p Big Bang Theory	CM	630p-7p	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/24	10/07/24	MTWTF--					2	\$200.00		0.00			
	Week:	10/08/24	10/14/24	MTWTF--					2	\$200.00		0.00			
	Week:	10/15/24	10/21/24	MTWTF--					2	\$200.00		0.00			
	Week:	10/22/24	10/28/24	MTWTF--					2	\$200.00		0.00			
	Week:	10/29/24	11/04/24	MTWTF--					2	\$200.00		0.00			
N 16	WMLW	10/01/24	11/04/24	M-F 7p-8p Dateline / 7p-8p	CM	7p-8p	MTWTF--	:30	2	\$75.00	P-3	0.00	NM	10	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/24	10/07/24	MTWTF--					2	\$75.00		0.00			
	Week:	10/08/24	10/14/24	MTWTF--					2	\$75.00		0.00			
	Week:	10/15/24	10/21/24	MTWTF--					2	\$75.00		0.00			
	Week:	10/22/24	10/28/24	MTWTF--					2	\$75.00		0.00			
	Week:	10/29/24	11/04/24	MTWTF--					2	\$75.00		0.00			
N 17	WMLW	10/01/24	11/04/24	M-F 8p-9p 48 Hours	CM	8p-9p	MTWTF--	:30	2	\$75.00	P-3	0.00	NM	10	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/24	10/07/24	MTWTF--					2	\$75.00		0.00			
	Week:	10/08/24	10/14/24	MTWTF--					2	\$75.00		0.00			
	Week:	10/15/24	10/21/24	MTWTF--					2	\$75.00		0.00			
	Week:	10/22/24	10/28/24	MTWTF--					2	\$75.00		0.00			
	Week:	10/29/24	11/04/24	MTWTF--					2	\$75.00		0.00			

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													Totals	93	\$8,050.00