ORDER

Orders	Order / Rev:	458560	_	2
	Alt Order #:	10783734	_	-
	Product Desc:	HABUSH SINYKIN FOR S	_	
	Estimate:	13313		WMLW-TV
	Flight Dates:	10/01/24 - 11/04/24	Primary AE:	Nick Welte
	Original Date / Rev:	06/04/24 / 06/04/24	Sales Office:	HPHIL
	Order Type:	GENERAL	Sales Region:	NAT
Agency	Name:	Great American Media	_	
	Buying Contact:	Jesse Demastrie	Billing Type:	Cash
	Billing Contact:	Andrew Hutson	Billing Calendar:	Broadcast
		3050 K Street NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Poli/J Sinykin/D/SSN/WI	_	
	Demographic:	A35+	New Business End:	
	Product Codes:	PL ST Senate	Advertiser External ID:	
	Revenue Code 1:	AGY	Agency External ID:	
	Revenue Code 2:	POL	Unit Code:	General
	Revenue Code 3:	CAND	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		

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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

Priority:

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 Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 \	WMLW	10/06/24	11/03/24	Sun 10a-11a	CM	Sun 10a-11a	1	:30	1	\$20.00 P-3	0.00 NM	5	\$100.00
				CBS58 Sunday M	lorning								
	Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 10/0	06/24	10/12/24	1	1	\$20.00	0.00						
We	eek: 10/	13/24	10/19/24	1	1	\$20.00	0.00						

Order / Rev: 458560 Advertiser: Poli/J Sinykin/D/SSN/WI

Alt Order #: 10783734 Product Desc: HABUSH SINYKIN FOR S WMLW-TV

Flight Dates: 10/01/24 - 11/04/24 Estimate: 13313

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/12/24	1 1	1	\$20.00	0.00						
Week: 10/ Week: 10/		10/19/24 10/26/24	1	1	\$20.00 \$20.00	0.00 0.00						
Week: 10/		11/02/24	1	1	\$20.00	0.00						
Week: 11/		11/09/24	1	1	\$20.00	0.00						
N 2 WMLW	10/05/2	4 11/02/24	Sat 12n-4pm Chicago P.D.	СМ	2-3p (2:00 PM-3:0	1 00 PM)	- :30	1	\$25.00 P-3	0.00 NM	3	\$75.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					İ	
Week: 10/	/05/24	10/11/24	1-	1	\$25.00	0.00						
Week: 10/		10/18/24		0	\$0.00	0.00						
Week: 10/		10/25/24	1-	1	\$25.00	0.00						
Week: 10/ Week: 11/		11/01/24 11/08/24	1-	0	\$0.00 \$25.00	0.00 0.00						
N 3 WMLW			Sat 12n-4pm	CM	3-4p	1-	- :30	1	\$25.00 P-3	0.00 NM	2	\$50.00
			Chicago P.D.		(3:00 PM-4:0	00 PM)	.00	·	Ψ20.001 0	0.00 14111	_	ψου.σσ
	art Date	End Date	<u>Weekdays</u> 1-	Spots/Week	Rate	Rating						
Week: 10/ Week: 10/		10/18/24 10/25/24	1-	1 0	\$25.00 \$0.00	0.00 0.00					ł	
Week: 10/		11/01/24	1-	1	\$25.00	0.00						
N 4 WMLW			Sat 4p-5p	СМ	Sat 4p-5p	1	- :30	1	\$25.00 P-3	0.00 NM	3	\$75.00
C+o	ort Doto	End Data	Chicago P.D. Weekdays	Spoto/Mook	Poto	Poting						
Week: 10/	art Date /05/24	End Date 10/11/24	1-	Spots/Week 1	Rate \$25.00	Rating 0.00						
Week: 10/		10/11/24		0	\$0.00	0.00						
Week: 10/		10/25/24	1-	1	\$25.00	0.00						
Week: 10/		11/01/24		0	\$0.00	0.00						
Week: 11/		11/08/24	1-	1	\$25.00	0.00						
N 5 WMLW	10/13/2	4 10/27/24	Sun 11a-12p 9-1-1	СМ	Sun 11a-12p)	1 :30	1	\$25.00 P-3	0.00 NM	2	\$50.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/19/24	1	1	\$25.00	0.00						
Week: 10/		10/26/24	1	0	\$0.00	0.00					ł	
Week: 10/ N 6 WMLW		11/02/24	Sun 12p-1p	CM	\$25.00 Sun 12p-1p	0.00	1 :30	1	\$25.00 P-3	0.00 NM	3	\$75.00
IN O VVIVILVV	10/00/2	4 11/03/24	Law & Order SVI		3uii 12p-1p		1 .50	'	φ23.00 F-3	O.OO INIVI	3	\$75.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 10/		10/12/24	1	1	\$25.00	0.00						
Week: 10/ Week: 10/		10/19/24 10/26/24	1	0	\$0.00 \$25.00	0.00 0.00						
Week: 10/		11/02/24		0	\$0.00	0.00					İ	
Week: 11/	/03/24	11/09/24	1	1	\$25.00	0.00						
N 7 WMLW	10/13/2	4 10/27/24	Sun 1p-2p Law & Order SVI	CM	Sun 1p-2p	:	1 :30	1	\$25.00 P-3	0.00 NM	2	\$50.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/19/24	1	1	\$25.00	0.00						
Week: 10/		10/26/24		0	\$0.00	0.00						
Week: 10/		11/02/24	1	1	\$25.00	0.00						
N 8 WMLW	10/06/2	4 11/03/24	Sun 2p-3p Law & Order SVI	CM J	Sun 2p-3p		1 :30	1	\$25.00 P-3	0.00 NM	3	\$75.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/12/24	1	1	\$25.00	0.00						
Week: 10/		10/19/24		0	\$0.00	0.00						
Week: 10/		10/26/24	1	1	\$25.00	0.00						
Week: 10/ Week: 11/		11/02/24 11/09/24	1	0	\$0.00 \$25.00	0.00 0.00						
N 9 WMLW			Sun 3p-4p	CM	Sun 3p-4p		1 :30	1	\$25.00 P-3	0.00 NM	2	\$50.00
			Law & Order SVI	J				'	ψ <u>υ</u> σ.σσ1 -σ	C.OO INIVI		ψ00.00
	art Date	End Date	Weekdays 1	Spots/Week	Rate	Rating						
Week: 10/ Week: 10/		10/19/24 10/26/24	1 	1 0	\$25.00 \$0.00	0.00 0.00						
Week: 10/		11/02/24	1	1	\$25.00	0.00						
						-					-	

Order / Rev: 458560 Advertiser: Poli/J Sinykin/D/SSN/WI

Alt Order #: 10783734 Product Desc: HABUSH SINYKIN FOR S WMLW-TV

Flight Dates: 10/01/24 - 11/04/24 Estimate: 13313

Ln Ch S	Start	End	Inventory Code	Break	Start/End	Time [Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
N10 WMLW 10	0/06/24	11/03/24	Sun 4p-5p Law & Order SVI	CM J	Su 4p-5p		1	:30	1	\$25.00 P-3	0.00 NM	3	\$75.00
Start D	Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/06/2		10/12/24	1	1	\$25.00	0.00							
Week: 10/13/2		10/19/24		0	\$0.00	0.00)						
Week: 10/20/		10/26/24	1	1	\$25.00	0.00							
Week: 10/27/2		11/02/24	1	0	\$0.00	0.00							
Week: 11/03/		11/09/24		1	\$25.00	0.00				#400 00 D 0	0.00.004	00	# 0.000.00
N11 WMLW 10	0/01/24	11/04/24	M-F 9pm News	CM	9p-10P	MI	WTF	:30	4	\$100.00 P-3	0.00 NM	20	\$2,000.00
Ct and D	3-4-	Cad Data	M-F 9pm News -		Data	Datina							
Start D		End Date	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u>	Rating							
Week: 10/01/2 Week: 10/08/2		10/07/24 10/14/24	MTWTF	4	\$100.00 \$100.00	0.00							
Week: 10/05/		10/14/24	MTWTF	4	\$100.00	0.00							
Week: 10/22/		10/28/24	MTWTF	4	\$100.00	0.00							
Week: 10/29/2	/24	11/04/24	MTWTF	4	\$100.00	0.00)						
N12 WMLW 10	0/05/24	11/02/24	Sat-Sun 9pm Nev Sat-Sun 9pm Ne		9p-10P		1-	:30	1	\$75.00 P-3	0.00 NM	3	\$225.00
Start D	Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/05/2		10/11/24	1-	1	\$75.00	0.00	'						
Week: 10/12/2		10/18/24		0	\$0.00	0.00							
Week: 10/19/2	/24	10/25/24	1-	1	\$75.00	0.00)						
Week: 10/26/		11/01/24		0	\$0.00	0.00							
Week: 11/02/		11/08/24	1-	1	\$75.00	0.00							
N13 WMLW 10	0/13/24	10/27/24	Sat-Sun 9pm Nev Sat-Sun 9pm Ne		9p-10P		1	:30	1	\$75.00 P-3	0.00 NM	2	\$150.00
Start D	Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/13/2		10/19/24	1	1	\$75.00	0.00							
Week: 10/20/2		10/26/24		0	\$0.00	0.00							
Week: 10/27/2	/24	11/02/24	1	1	\$75.00	0.00)						
N14 WMLW 10	0/01/24	11/04/24	M-F 6p-630p Big Bang Theory	СМ	6p-630p	MΠ	WTF	:30	2	\$150.00 P-3	0.00 NM	10	\$1,500.00
Start D	Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/01/2	/24	10/07/24	MTWTF	2	\$150.00	0.00							
Week: 10/08/2	/24	10/14/24	MTWTF	2	\$150.00	0.00)						
Week: 10/15/2		10/21/24	MTWTF	2	\$150.00	0.00							
Week: 10/22/		10/28/24	MTWTF MTWTF	2 2	\$150.00	0.00							
Week: 10/29/		11/04/24			\$150.00	0.00				#000 00 P 0	0.00. NIM	40	# 0.000.00
N15 WMLW 10	0/01/24	11/04/24	M-F 630p-7p Big Bang Theory	СМ	630p-7p	MI	WTF	:30	2	\$200.00 P-3	0.00 NM	10	\$2,000.00
Start D		End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/01/2		10/07/24	MTWTF	2	\$200.00	0.00							
Week: 10/08/		10/14/24	MTWTF MTWTF	2	\$200.00	0.00							
Week: 10/15/2 Week: 10/22/2		10/21/24 10/28/24	MTWTF	2 2	\$200.00 \$200.00	0.00							
Week: 10/29/		11/04/24	MTWTF	2	\$200.00	0.00							
N16 WMLW 10			M-F 7p-8p	СМ	7p-8p		WTF	:30	2	\$75.00 P-3	0.00 NM	10	\$750.00
Oracid D	Dat-	End D-1-	Dateline / 7p-8p	Cnote AM 1	D - 1 -	Dari's							
Start D		End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating							
Week: 10/01/2 Week: 10/08/2		10/07/24 10/14/24	MTWTF	2 2	\$75.00 \$75.00	0.00							
Week: 10/15/		10/14/24	MTWTF	2	\$75.00	0.00							
Week: 10/22/		10/28/24	MTWTF	2	\$75.00	0.00							
Week: 10/29/2	/24	11/04/24	МГWГF	2	\$75.00	0.00)						
N17 WMLW 10	0/01/24	11/04/24	M-F 8p-9p 48 Hours	СМ	8p-9p	M	WTF	:30	2	\$75.00 P-3	0.00 NM	10	\$750.00
Start D	Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/01/2		10/07/24	MTWTF	2	\$75.00	0.00							
Week: 10/08/2		10/11/24	MTWTF	2	\$75.00	0.00							
Week: 10/15/		10/21/24	MTWTF	2	\$75.00	0.00							
Week: 10/22/		10/28/24	MTWTF	2	\$75.00	0.00							
Week: 10/29/	/24	11/04/24	MTWTF	2	\$75.00	0.00)					I	

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Order / Rev: 458560 Advertiser: Poli/J Sinykin/D/SSN/WI

Alt Order #: 10783734 Product Desc: HABUSH SINYKIN FOR S WMLW-TV

Flight Dates: 10/01/24 - 11/04/24 Estimate: 13313

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount

Totals 93 \$8,050.00