

ORDER



Orders
Order / Rev: 1288131
Alt Order #: WOC14648844
Product Desc: Political
Estimate: 1540
Flight Dates: 05/14/24 - 05/20/24
Original Date / Rev: 05/13/24 / 05/13/24
Order Type: GENERAL

Primary AE: John Saladino
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: Brown/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: 205154
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	109	\$32,190.00	\$27,361.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	109	\$32,190.00	\$27,361.50	0.00
Totals	109	\$32,190.00	\$27,361.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
John Saladino	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	WCPO	05/14/24	05/18/24	SA 730-8pm SA 730-8pm	CM	730-8pm	-----1-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
(Program: AVG. ALL WKS) 2Q24 COMSCORE (sell) - CINCINNATI <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 \$150.00 0.00															
N 2	WCPO	05/14/24	05/19/24	SU 6-7pm News SU 6-7pm News	CM	6-7pm	-----1	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
(Program: AVG. ALL WKS) 2Q24 COMSCORE (sell) - CINCINNATI <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 \$350.00 0.00															
N 3	WCPO	05/14/24	05/20/24	M-F 2-3pm M-F 2-3pm	CM	2-3pm	11111--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
(Program: GENRL HOSPITAL<) 2Q24 COMSCORE (sell) - CINCINNATI <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															
N 4	WCPO	05/14/24	05/20/24	M-F 12-1pm News M-F 12-1pm News	CM	12-1pm	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
(Program: WCPO9 NWS@NOON<) 2Q24 COMSCORE (sell) - CINCINNATI <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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WCPO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WCPO	05/14/24	05/20/24	M-F 1-2pm M-F 1-2pm GMA Day	CM	1-2pm	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				\$200.00		0.00			
		(Program: GMA3-KNOW-ABC<) 2Q24 COMSCORE (sell) - CINCINNATI													
N 6	WCPO	05/14/24	05/18/24	SA 6-7pm News SA 6-7pm News	CM	6-7pm	-----1-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	11111--		5				\$150.00		0.00			
		(Program: AVG. ALL WKS) 2Q24 COMSCORE (sell) - CINCINNATI													
N 7	WCPO	05/14/24	05/20/24	Kimmel 1135pm Kimmel 1135pm	CM	1135pm-1238am	22222--	:30	10	\$120.00	P-3	0.00	NM	10	\$1,200.00
		<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				\$300.00		0.00			
		(Program: AVG. ALL WKS<) 2Q24 COMSCORE (sell) - CINCINNATI													
N 8	WCPO	05/14/24	05/18/24	SA 11-1135pm News SA 11-1135pm News	CM	11-1135pm	-----1-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<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				\$250.00		0.00			
		(Program: AVG. ALL WKS) 2Q24 COMSCORE (sell) - CINCINNATI													
N 9	WCPO	05/14/24	05/20/24	M-F 7-730pm News M-F 7-730pm News	CM	7-730pm	11111--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<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				\$350.00		0.00			
		(Program: WCPO9 NEWS@7PM) 2Q24 COMSCORE (sell) - CINCINNATI													
N 10	WCPO	05/14/24	05/20/24	ABC World News M-F ABC World News M-F	CM	630-7pm	11111--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<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				\$700.00		0.00			
		(Program: ABC-WORLD NWS<) 2Q24 COMSCORE (sell) - CINCINNATI													
N 11	WCPO	05/14/24	05/19/24	Sunday Prime B Sunday Prime B	CM	8-9pm	-----1	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<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				\$800.00		0.00			
		(Program: AMRCN IDOL-ABC) 2Q24 COMSCORE (sell) - CINCINNATI													
N 12	WCPO	05/14/24	05/20/24	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	44444--	:30	20	\$300.00	P-3	0.00	NM	20	\$6,000.00
		<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	44444--		20				\$300.00		0.00			
		(Program: GD MRN AMR-ABC) 2Q24 COMSCORE (sell) - CINCINNATI													
N 13	WCPO	05/14/24	05/20/24	M-F 530-6pm News M-F 530-6pm News	CM	530-6pm	11111--	:30	5	\$360.00	P-3	0.00	NM	5	\$1,800.00
		<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				\$360.00		0.00			
		(Program: WCPO9 NWS@530P) 2Q24 COMSCORE (sell) - CINCINNATI													
N 14	WCPO	05/14/24	05/20/24	M-F 6-7am GMTS M-F 6-7am GMTS	CM	6-7am	22222--	:30	10	\$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:		05/14/24	05/20/24	22222--		10				\$200.00		0.00			
		(Program: GMTS NEWS 6A) 2Q24 COMSCORE (sell) - CINCINNATI													
N 15	WCPO	05/14/24	05/20/24		CM	4-5pm	12221--	:30	8	\$200.00	P-3	0.00	NM	8	\$1,600.00
		<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	22221--		8				\$200.00		0.00			

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WCPO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4-5pm News M-F 4-5pm News											
				(Program: WCPO9 NWS@4P<) 2Q24 COMSCORE (sell) - CINCINNATI											
		<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	12221--					8	\$200.00		0.00			
N 16	WCPO	05/14/24	05/20/24	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	11111--	:30	5	\$550.00	P-3	0.00	NM	5	\$2,750.00
				(Program: WCPO9 NEWS@6PM) 2Q24 COMSCORE (sell) - CINCINNATI											
		<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	\$550.00		0.00			
N 17	WCPO	05/14/24	05/20/24	M-F 5-6am GMTS M-F 5-6am GMTS	CM	5-6am	22222--	:30	10	\$125.00	P-3	0.00	NM	10	\$1,250.00
				(Program: GMTS NEWS 5A) 2Q24 COMSCORE (sell) - CINCINNATI											
		<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	22222--					10	\$125.00		0.00			
N 18	WCPO	05/14/24	05/20/24	Monday Prime A Monday Prime A	CM	8-9pm	1-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				(Program: AM IDOL-MO-ABC) 2Q24 COMSCORE (sell) - CINCINNATI											
		<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	\$1,000.00		0.00			
N 19	WCPO	05/14/24	05/19/24	SU 11-1135pm News SU 11-1135pm News	CM	11-1135pm	-----1	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				(Program: WCPO9 NWS@11PM<) 2Q24 COMSCORE (sell) - CINCINNATI											
		<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	\$400.00		0.00			
N 20	WCPO	05/14/24	05/20/24	M-F 11-1135pm News M-F 11-1135pm News	CM	11-1135pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
				(Program: WCPO9 NWS@11PM<) 2Q24 COMSCORE (sell) - CINCINNATI											
		<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	\$450.00		0.00			
N 21	WCPO	05/14/24	05/16/24	Thursday Prime B Thursday Prime B	CM	9-10pm	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				(Program: GREY ANTMY-ABC) 2Q24 COMSCORE (sell) - CINCINNATI											
		<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	\$1,000.00		0.00			
N 22	WCPO	05/14/24	05/17/24	Friday Prime B Friday Prime B	CM	9-10pm	----1--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
				(Program: AVG. ALL WKS) 2Q24 COMSCORE (sell) - CINCINNATI											
		<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	\$900.00		0.00			
N 25	WCPO	05/14/24	05/18/24	SA 7-8am GMA SA 7-8am GMA	CM	7-8am	-----1-	:30	1	\$240.00	P-3	0.00	NM	1	\$240.00
				(Program: GD MRN-SAT-ABC) 2Q24 COMSCORE (sell) - CINCINNATI											
		<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	\$240.00		0.00			
N 26	WCPO	05/18/24	05/19/24	WNBA Game 1 WNBA Game 1	CM	12-6pm	-----1-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<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	\$200.00		0.00			

Totals 109 \$32,190.00