

# ORDER



**Orders**  
**Order / Rev:** 2905057  
**Alt Order #:** WOC14630381  
**Product Desc:** Kennedy TV  
**Estimate:** 11665  
**Flight Dates:** 04/24/24 - 04/30/24  
**Original Date / Rev:** 04/23/24 / 04/23/24  
**Order Type:** General

**Primary AE:** Jim Quinn  
**Sales Office:** TSPHI  
**Sales Region:** NAT

**Agency Name:** Canal Partners Media / POL  
**Buying Contact:**  
**Billing Contact:**  
 900 Circle 75 Pkwy, Suite 1650  
 Atlanta, GA 30339

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

**Advertiser Name:** POL/ Tim Kennedy / D / US House / NY  
**Demographic:** A35+  
**Product Codes:** PL-Candidate: US House  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Candidate  
**Priority:** P04

**New Business End:**  
**Advertiser External ID:** 89069  
**Agency External ID:** 20042AG  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/28/24	75	\$25,245.00	\$21,458.25
04/29/24	04/30/24	29	\$8,005.00	\$6,804.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	75	\$25,245.00	\$21,458.25	0.00
May 2024	29	\$8,005.00	\$6,804.25	0.00
<b>Totals</b>	<b>104</b>	<b>\$33,250.00</b>	<b>\$28,262.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WGRZ	35%	\$33,250.00
Market	100%	\$95,000.00

**Competitive Share**

	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	65%	\$61,750.00
WIVB	0%	\$0.00
WKBW	0%	\$0.00
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	0%	\$0.00
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WGRZ	04/24/24	04/30/24	Local News @ 5a M-F EARLY DAYBREAK	CM	5-6a (5:00 AM-6:00 AM)	MTWTF--	:30	5	\$135.00	P03	0.00	NM	5	\$675.00

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 Flight Dates: 04/24/24 - 04/30/24

Advertiser: POL/ Tim Kennedy / D / US House / NY  
 Product Desc: Kennedy TV  
 Estimate: 11665  
**WGRZ**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/24/24	04/30/24	MTWTF--					5	\$135.00		0.00			
N 2	WGRZ	04/24/24	04/30/24	Local News @ 6a M-F DAYBREAK	CM	6-7a (6:00 AM-7:00 AM)	MTWTF--	:30	5	\$325.00	P03	0.00	NM	5	\$1,625.00
Week:		04/24/24	04/30/24	MTWTF--					5	\$325.00		0.00			
N 3	WGRZ	04/24/24	04/30/24	Local News @ 11a M-F CHANNEL 2 NEWS MIDDAY RI	CM	11-1130a	MTWTF--	:30	5	\$170.00	P03	0.00	NM	5	\$850.00
Week:		04/24/24	04/30/24	MTWTF--					5	\$170.00		0.00			
N 4	WGRZ	04/24/24	04/29/24	Jennifer Hudson 3-4p JENNIFER HUDSON	CM	3-4p (3:00 PM-4:00 PM)	M-WTF--	:30	4	\$70.00	P04	0.00	NM	4	\$280.00
Week:		04/24/24	04/30/24	M-WTF--					4	\$70.00		0.00			
N 5	WGRZ	04/24/24	04/29/24	Local News @ 5p M-F CH 2 NEWS AT 5PM	CM	5-530p (5:00 PM-5:30 PM)	M-WTF--	:30	4	\$475.00	P03	0.00	NM	4	\$1,900.00
Week:		04/24/24	04/30/24	M-WTF--					4	\$475.00		0.00			
N 6	WGRZ	04/24/24	04/29/24	Local News @ 530p M-F CH 2 NEWS AT 5:30PM	CM	530-6p (5:30 PM-6:00 PM)	M-WTF--	:30	4	\$475.00	P03	0.00	NM	4	\$1,900.00
Week:		04/24/24	04/30/24	M-WTF--					4	\$475.00		0.00			
N 7	WGRZ	04/24/24	04/29/24	Local News @ 6p M-F WGRZ 6PM NEWS	CM	6-630p	M-WTF--	:30	4	\$790.00	P03	0.00	NM	4	\$3,160.00
Week:		04/24/24	04/30/24	M-WTF--					4	\$790.00		0.00			
N 8	WGRZ	04/29/24	04/29/24	Mon Prime Other THE VOICE MON (TENT)	CM	Mon Prime Other (8:00 PM-10:00 PM)	M-----	:30	1	\$900.00	P04	0.00	NM	1	\$900.00
Week:		04/24/24	04/30/24	M-----					1	\$900.00		0.00			
N 9	WGRZ	04/29/24	04/29/24	Mon Prime C DEAL OR NO DEAL ISLAND	CM	10p-11p (10:00 PM-11:00 PM)	M-----	:30	1	\$400.00	P04	0.00	NM	1	\$400.00
Week:		04/24/24	04/30/24	M-----					1	\$400.00		0.00			
N 10	WGRZ	04/29/24	04/29/24	Mon Prime Other Mon Prime Other	CM	Mon Prime Other (8:00 PM-10:00 PM)	M-----	:30	1	\$900.00	P04	0.00	NM	1	\$900.00
Week:		04/24/24	04/30/24	M-----					1	\$900.00		0.00			
N 11	WGRZ	04/24/24	04/24/24	Wed Prime C Chicago PD	CM	10p-11p	--W----	:30	1	\$800.00	P04	0.00	NM	1	\$800.00
Week:		04/22/24	04/28/24	--W----					1	\$800.00		0.00			
N 12	WGRZ	04/25/24	04/25/24	Thu Prime C LAW & ORDER: ORGANIZED C	CM	10p-11p	---T---	:30	1	\$500.00	P04	0.00	NM	1	\$500.00
Week:		04/22/24	04/28/24	---T---					1	\$500.00		0.00			
N 13	WGRZ	04/24/24	04/27/24	Today Show Sa SATURDAY TODAY	CM	7a-9a (7:00 AM-8:30 AM)	-----S-	:30	1	\$240.00	P03	0.00	NM	1	\$240.00
Week:		04/22/24	04/28/24	-----S-					1	\$240.00		0.00			
N 14	WGRZ	04/24/24	04/27/24	Local News @ 8a/830a \$M DAYBREAK SATURDAY (EM)	CM	8-9a / 830-930a S (8:30 AM-9:30 AM)	-----S-	:30	1	\$240.00	P03	0.00	NM	1	\$240.00
Week:		04/22/24	04/28/24	-----S-					1	\$240.00		0.00			
N 15	WGRZ	04/24/24	04/27/24	Local News @ 6p Sa SATURDAY 6PM NEWS	CM	6-630p	-----S-	:30	1	\$440.00	P03	0.00	NM	1	\$440.00
Week:		04/22/24	04/28/24	-----S-					1	\$440.00		0.00			
N 16	WGRZ	04/27/24	04/27/24		CM	630-7p		:30	1	\$880.00	P03	0.00	NM	1	\$880.00

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 Estimate: 11665  
**WGRZ**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NBC Nightly News Sa			-----S-								
				NBC Nightly News SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/22/24	04/28/24	-----S-	1	\$880.00	0.00								
N 17	WGRZ	04/24/24	04/27/24	Saturday Night Live	CM	1130p-105a	-----S-	:30	1	\$340.00	P03	0.00	NM	1	\$340.00
				SATURDAY NIGHT LIVE		(11:30 PM-1:00 XM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/22/24	04/28/24	-----S-	1	\$340.00	0.00								
N 18	WGRZ	04/24/24	04/28/24	Local News @ 7a Su	CM	7-8a	-----S	:30	1	\$240.00	P03	0.00	NM	1	\$240.00
				SUNDAY DAYBREAK		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/22/24	04/28/24	-----S	1	\$240.00	0.00								
N 19	WGRZ	04/24/24	04/28/24	Meet the Press	CM	9-10a	-----S	:30	1	\$405.00	P03	0.00	NM	1	\$405.00
				MEET THE PRESS (D)		(9:00 AM-10:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/22/24	04/28/24	-----S	1	\$405.00	0.00								
N 20	WGRZ	04/24/24	04/28/24	Local News @ 6p Su	CM	6-630p	-----S	:30	1	\$440.00	P03	0.00	NM	1	\$440.00
				SUNDAY 6PM NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/22/24	04/28/24	-----S	1	\$440.00	0.00								
N 21	WGRZ	04/24/24	04/28/24	Sun Prime Other 2nd Half	CM	Sun Prime Other 2-	-----S	:30	1	\$400.00	P04	0.00	NM	1	\$400.00
				VOICE		(8:00 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/22/24	04/28/24	-----S	1	\$400.00	0.00								
N 22	WGRZ	04/24/24	04/28/24	Sun Prime D	CM	10p-11p	-----S	:30	1	\$350.00	P04	0.00	NM	1	\$350.00
				Sun Prime D		(10:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/22/24	04/28/24	-----S	1	\$350.00	0.00								
N 23	WGRZ	04/24/24	04/28/24	1130p-12a Su	CM	1130p-12x	-----S	:30	1	\$85.00	P04	0.00	NM	1	\$85.00
				GAMETIME WITH BOOMER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/22/24	04/28/24	-----S	1	\$85.00	0.00								
N 24	WGRZ	04/24/24	04/30/24	Today Show	CM	7-9a	MTWTF--	:30	5	\$325.00	P03	0.00	NM	5	\$1,625.00
				TODAY SHOW		(7:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/24/24	04/30/24	MTWTF--	5	\$325.00	0.00								
N 25	WGRZ	04/24/24	04/30/24	Today Show 3rd Hour	CM	9-10a	MTWTF--	:30	5	\$240.00	P03	0.00	NM	5	\$1,200.00
				TODAY SHOW 3RD HOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/24/24	04/30/24	MTWTF--	5	\$240.00	0.00								
N 26	WGRZ	04/24/24	04/30/24	Today Show 4th Hour	CM	10-11a	MTWTF--	:30	5	\$135.00	P03	0.00	NM	5	\$675.00
				TODAY SHOW W/ HODA & JET											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/24/24	04/30/24	MTWTF--	5	\$135.00	0.00								
N 27	WGRZ	04/24/24	04/29/24	Dateline 1130a-1230p	CM	1130a-1230p M-F	M-WTF--	:30	5	\$105.00	P03	0.00	NM	5	\$525.00
				DATELINE (M-F)		(11:30 AM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/24/24	04/30/24	M-WTF--	5	\$105.00	0.00								
N 28	WGRZ	04/24/24	04/29/24	Local News @ 4p M-F	CM	4-5p M-F	M-WTF--	:30	4	\$240.00	P03	0.00	NM	4	\$960.00
				MOST BUFFALO (EN)		(4:00 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/24/24	04/30/24	M-WTF--	4	\$240.00	0.00								
N 29	WGRZ	04/24/24	04/29/24	NBC Nightly News	CM	NBC Nightly News M-	M-WTF--	:30	2	\$1,190.00	P02	0.00	NM	2	\$2,380.00
				NBC Nightly News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/24/24	04/30/24	M-WTF--	2	\$1,190.00	0.00								
N 30	WGRZ	04/24/24	04/29/24	ET 7-730p	CM	7-730p	M-WTF--	:30	4	\$385.00	P03	0.00	NM	4	\$1,540.00
				ENTERTAINMENT TONIGHT											
		<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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 Product Desc: Kennedy TV  
 Estimate: 11665  
**WGRZ**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/24/24	04/30/24	M-WTF--		4				\$385.00		0.00			
N31	WGRZ	04/24/24	04/29/24	LN (M-Su) LATE NEWS M-SUN	CM	M-Su 11p & Dlyd EM (11:00 PM-11:35 PM)	M-WTFSS	:30	4	\$305.00	P03	0.00	NM	4	\$1,220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/24/24	04/30/24	M-WTFSS		4				\$305.00		0.00			
N32	WGRZ	04/24/24	04/29/24	Tonight Show TONIGHT SHOW	CM	1135p-1237a (11:35 PM-12:37 XM)	M-WTF--	:30	4	\$135.00	P03	0.00	NM	4	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/24/24	04/30/24	M-WTF--		4				\$135.00		0.00			
N33	WGRZ	04/24/24	04/29/24	Late Night LATE NIGHT W/ SETH MEYER	CM	1237-137x (12:37 XM-1:37 XM)	M-WTF--	:30	4	\$75.00	P03	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/24/24	04/30/24	M-WTF--		4				\$75.00		0.00			
N34	WGRZ	04/24/24	04/24/24	Wed Prime A Chicago Med	CM	8p-9p (8:00 PM-9:00 PM)	--W----	:30	1	\$945.00	P03	0.00	NM	1	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	--W----		1				\$945.00		0.00			
N35	WGRZ	04/24/24	04/24/24	Wed Prime B Chicago Fire	CM	9p-10p	--W----	:30	1	\$1,285.00	P03	0.00	NM	1	\$1,285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	--W----		1				\$1,285.00		0.00			
N36	WGRZ	04/24/24	04/25/24	Thu Prime A LAW & ORDER (TENT)	CM	8p-9p	---T---	:30	1	\$675.00	P03	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	---T---		1				\$675.00		0.00			
N37	WGRZ	04/24/24	04/25/24	Thu Prime B LAW & ORDER: SVU (TENT)	CM	9p-10p	---T---	:30	1	\$745.00	P03	0.00	NM	1	\$745.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	---T---		1				\$745.00		0.00			
N38	WGRZ	04/24/24	04/27/24	Local News @ 6a Sa DAYBREAK SATURDAY	CM	Sat Early Daybreak (6:00 AM-7:00 AM)	-----S-	:30	1	\$135.00	P03	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	-----S-		1				\$135.00		0.00			
N39	WGRZ	04/24/24	04/28/24	Today Show Su SUNDAY TODAY	CM	8a-9a (8:00 AM-9:00 AM)	-----S	:30	1	\$340.00	P03	0.00	NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	-----S		1				\$340.00		0.00			
N40	WGRZ	04/24/24	04/30/24	Early Today Early Today	CM	4-430a	MTWTF--	:30	2	\$15.00	P03	0.00	NM	4	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	--WTF--		2				\$15.00		0.00			
Week:		04/29/24	05/05/24	MT-----		2				\$15.00		0.00			
N41	WGRZ	04/24/24	04/30/24	Local News @ 430a M-FCM Local News @ 430a M-F	CM	430-5a	MTWTF--	:30	3	\$30.00	P03	0.00	NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/22/24	04/28/24	--WTF--		3				\$30.00		0.00			
Week:		04/29/24	05/05/24	MT-----		2				\$30.00		0.00			

Totals 104 \$33,250.00