

# ORDER



**Orders**  
**Order / Rev:** 2899590  
**Alt Order #:** WOC14617408  
**Product Desc:** TV  
**Estimate:** 13094  
**Flight Dates:** 10/22/24 - 10/28/24  
**Original Date / Rev:** 04/10/24 / 04/10/24  
**Order Type:** General

**Primary AE:** Kristen Waskie  
**Sales Office:** TSPHI  
**Sales Region:** NAT

**Agency Name:** Waterfront Strategies / POL  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
3050 K Street NW Suite 100  
Washington, DC 20007

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

**Advertiser Name:** ISS/ House Majority PAC  
**Demographic:** A25-54  
**Product Codes:** IS-US House  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Issue  
**Priority:** P04

**New Business End:** \_\_\_\_\_  
**Advertiser External ID:** 38241  
**Agency External ID:** 10957AG  
**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	88	\$63,385.00	\$53,877.25
10/28/24	10/28/24	18	\$13,395.00	\$11,385.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	88	\$63,385.00	\$53,877.25	0.00
November 2024	18	\$13,395.00	\$11,385.75	0.00
<b>Totals</b>	<b>106</b>	<b>\$76,780.00</b>	<b>\$65,263.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WZZM	15%	\$76,780.00
Market	100%	\$511,866.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
EWMT	0%	\$0.00
UNKWN	85%	\$435,086.67
WOOD	0%	\$0.00
WOTV	0%	\$0.00
WWMT	0%	\$0.00
WXMI	0%	\$0.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WZZM	10/22/24	10/28/24	Local News @ 530a M-FCM WZZM News At 530a		530-6a	MTWTF--	:30	5	\$425.00	P02	0.00	NM	5	\$2,125.00
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 5:30a-6:00a TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/24	10/28/24	MTWTF--		5				\$425.00		0.00			

Order / Rev: 2899590  
 Alt Order #: WOC14617408  
 Flight Dates: 10/22/24 - 10/28/24

Advertiser: ISS/ House Majority PAC  
 Product Desc: TV  
 Estimate: 13094  
**WZZM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WZZM	10/22/24	10/28/24	Local News @ 630a M-FCM M-F 6:30-7am News	CM	630-7a	MTWTF--	:30	5	\$700.00	P03	0.00	NM	5	\$3,500.00
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 6:30a-7:00a TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/24	10/28/24	MTWTF--			5		\$700.00		0.00				
N 3	WZZM	10/22/24	10/28/24	Good Morning America 7M M-F 7-8am GMA	CM	7-8a	MTWTF--	:30	5	\$850.00	P02	0.00	NM	5	\$4,250.00
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 7:00a-8:00a TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/24	10/28/24	MTWTF--			5		\$850.00		0.00				
N 4	WZZM	10/22/24	10/28/24	Good Morning America 8M M-F 8-9am GMA	CM	8-9a	MTWTF--	:30	5	\$950.00	P02	0.00	NM	5	\$4,750.00
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 8:00a-9:00a TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/24	10/28/24	MTWTF--			5		\$950.00		0.00				
N 5	WZZM	10/22/24	10/26/24	Local News @ 7a Sa WZZM News At 7A Saturday	CM	7-8a	-----S-	:30	1	\$375.00	P02	0.00	NM	1	\$375.00
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Sat 7:00a-8:00a TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/21/24	10/27/24	-----S-			1		\$375.00		0.00				
N 6	WZZM	10/22/24	10/27/24	Good Morning America 9M GMA Sunday	CM	8-9a	-----S	:30	1	\$565.00	P02	0.00	NM	1	\$565.00
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Sun 8:00a-9:00a TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/21/24	10/27/24	-----S			1		\$565.00		0.00				
N 7	WZZM	10/22/24	10/28/24	Access Daily 9-10a Access Daily	CM	9-10a	MTWTF--	:30	5	\$225.00	P02	0.00	NM	5	\$1,125.00
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 9:00a-10:00a TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/24	10/28/24	MTWTF--			5		\$225.00		0.00				
N 8	WZZM	10/22/24	10/28/24	Judge Judy 10-11a Judge Judy	CM	10-11a	MTWTF--	:30	5	\$225.00	P02	0.00	NM	5	\$1,125.00
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 10:00a-11:00a TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/24	10/28/24	MTWTF--			5		\$225.00		0.00				
N 9	WZZM	10/22/24	10/28/24	The View The View	CM	11a-12n	MTWTF--	:30	5	\$315.00	P02	0.00	NM	5	\$1,575.00
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 11:00a-12:00p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/24	10/28/24	MTWTF--			5		\$315.00		0.00				
N 10	WZZM	10/22/24	10/28/24	Local News @ 12p M-F CM WZZM News At 12N	CM	Local News @ 12p	MTWTF--	:30	5	\$800.00	P02	0.00	NM	5	\$4,000.00
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 12:00p-12:30p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/24	10/28/24	MTWTF--			5		\$800.00		0.00				
N 11	WZZM	10/22/24	10/26/24	Good Morning America 9M Sat 9-10am GMA	CM	9-10a Sa	-----S-	:30	1	\$625.00	P02	0.00	NM	1	\$625.00
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Sat 9:00a-10:00a TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/21/24	10/27/24	-----S-			1		\$625.00		0.00				
N 12	WZZM	10/22/24	10/27/24	Local News @ 9a Su WZZM News At 9A Sunday	CM	9-10a	-----S	:30	1	\$415.00	P02	0.00	NM	1	\$415.00
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Sun 9:00a-10:00a TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/21/24	10/27/24	-----S			1		\$415.00		0.00				
N 13	WZZM	10/22/24	10/27/24	This Week Su ABC This Week	CM	10-11a	-----S	:30	1	\$1,000.00	P03	0.00	NM	1	\$1,000.00
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Sun 10:00a-11:00a TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/21/24	10/27/24	-----S			1		\$1,000.00		0.00				
N 14	WZZM	10/22/24	10/28/24		CM	330-4p	MTWTF--	:30	5	\$350.00	P02	0.00	NM	5	\$1,750.00

Order / Rev: 2899590  
 Alt Order #: WOC14617408  
 Flight Dates: 10/22/24 - 10/28/24

Advertiser: ISS/ House Majority PAC  
 Product Desc: TV  
 Estimate: 13094  
**WZZM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Hot Bench 330-4p															
Hot Bench															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 3:30p-4:00p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/24	10/28/24	MTWTF--			5			\$350.00		0.00			
N15	WZZM	10/22/24	10/28/24	Judge Judy 4-430p	CM	4-430p	MTWTF--	:30	5	\$550.00	P02	0.00	NM	5	\$2,750.00
Judge Judy															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 4:00p-4:30p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/24	10/28/24	MTWTF--			5			\$550.00		0.00			
N16	WZZM	10/22/24	10/28/24	Judge Judy 430-5p	CM	430-5p	MTWTF--	:30	5	\$600.00	P02	0.00	NM	5	\$3,000.00
Judge Judy															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 4:30p-5:00p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/24	10/28/24	MTWTF--			5			\$600.00		0.00			
N17	WZZM	10/22/24	10/28/24	Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	5	\$800.00	P02	0.00	NM	5	\$4,000.00
WZZM News At 5P															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 5:00p-5:30p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/24	10/28/24	MTWTF--			5			\$800.00		0.00			
N18	WZZM	10/22/24	10/28/24	Local News @ 530p M-FCM		530-6p	MTWTF--	:30	5	\$930.00	P02	0.00	NM	5	\$4,650.00
WZZM News At 530P															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 5:30p-6:00p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/24	10/28/24	MTWTF--			5			\$930.00		0.00			
N19	WZZM	10/22/24	10/27/24	Local News @ 630p Su	CM	630-7p	-----S	:30	1	\$800.00	P03	0.00	NM	1	\$800.00
WZZM News At 630P Sunday															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Sun 6:30p-7:00p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S			1			\$800.00		0.00			
N20	WZZM	10/22/24	10/28/24	ET 7-730p	CM	7-730p	MTWTF--	:30	5	\$925.00	P02	0.00	NM	5	\$4,625.00
Entertainment Tonight															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 7:00p-7:30p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/24	10/28/24	MTWTF--			5			\$925.00		0.00			
N21	WZZM	10/22/24	10/28/24	Daily Blast Live 730-8p	CM	730-8p	MTWTF--	:30	5	\$775.00	P02	0.00	NM	5	\$3,875.00
Daily Blast Live															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 7:30p-8:00p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/24	10/28/24	MTWTF--			5			\$775.00		0.00			
N22	WZZM	10/22/24	10/28/24	Local News @ 11p M-F	CM	11-1135p	MTWTF--	:30	5	\$900.00	P02	0.00	NM	5	\$4,500.00
M-F 11-11:35p News															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 11:00p-11:35p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/24	10/28/24	MTWTF--			5			\$900.00		0.00			
N23	WZZM	10/22/24	10/26/24	Local News @ 11p Sa	CM	11-1135p	-----S-	:30	1	\$775.00	P02	0.00	NM	1	\$775.00
Sat 11-11:35p News															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Sat 11:00p-11:35p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S-			1			\$775.00		0.00			
N24	WZZM	10/22/24	10/27/24	Local News @ 11p Su	CM	11-1135p	-----S	:30	1	\$800.00	P02	0.00	NM	1	\$800.00
Sun 11-11:35p News															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Sun 11:00p-11:35p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S			1			\$800.00		0.00			
N25	WZZM	10/22/24	10/28/24	Jimmy Kimmel	CM	1135p-1237x	MTWTF--	:30	5	\$275.00	P02	0.00	NM	5	\$1,375.00
Jimmy Kimmel Live															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mo-Fr 11:35p-12:37a TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/24	10/28/24	MTWTF--			5			\$275.00		0.00			
N26	WZZM	10/22/24	10/22/24		CM	2-hr program	-T-----	:30	1	\$1,850.00	P02	0.00	NM	1	\$1,850.00

Order / Rev: 2899590  
 Alt Order #: WOC14617408  
 Flight Dates: 10/22/24 - 10/28/24

Advertiser: ISS/ House Majority PAC  
 Product Desc: TV  
 Estimate: 13094  
**WZZM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tue Prime Other															
DANCING WITH THE STARS															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Mon 8:00p-10:00p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-T-----			1			\$1,850.00		0.00			
N27	WZZM	10/22/24	10/23/24	Wed Prime A	CM	8-9p	--W----	:30	1	\$1,325.00	P02	0.00	NM	1	\$1,325.00
THE CONNERS/OVERTIME															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Wed 8:00p-9:00p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	--W----			1			\$1,325.00		0.00			
N28	WZZM	10/22/24	10/23/24	Wed Prime B	CM	9-10p	--W----	:30	1	\$1,475.00	P02	0.00	NM	1	\$1,475.00
ABBOTT ELEMNTY/NOT DEA															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Wed 9:00p-10:00p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	--W----			1			\$1,475.00		0.00			
N29	WZZM	10/22/24	10/23/24	Wed Prime C	CM	10-11p	--W----	:30	1	\$1,050.00	P02	0.00	NM	1	\$1,050.00
HIGH POTENTIAL															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Wed 10:00p-11:00p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	--W----			1			\$1,050.00		0.00			
N30	WZZM	10/22/24	10/25/24	Fri Prime A	CM	8-9p	----F--	:30	1	\$1,200.00	P02	0.00	NM	1	\$1,200.00
SHARK TANK															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Fri 8:00p-9:00p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	----F--			1			\$1,200.00		0.00			
N31	WZZM	10/22/24	10/25/24	Fri Prime Other	CM	2-hr program	----F--	:30	1	\$1,325.00	P02	0.00	NM	1	\$1,325.00
20/20															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Fri 9:00p-11:00p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	----F--			1			\$1,325.00		0.00			
N32	WZZM	10/22/24	10/27/24	Sun Prime A	CM	7-8p	-----S	:30	1	\$1,650.00	P02	0.00	NM	1	\$1,650.00
AMERICA S FUNNIEST HOME															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Sun 7:00p-8:00p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S			1			\$1,650.00		0.00			
N33	WZZM	10/22/24	10/27/24	Sun Prime D	CM	10-11p	-----S	:30	1	\$1,500.00	P02	0.00	NM	1	\$1,500.00
THE ROOKIE															
Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Sun 10:00p-11:00p TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S			1			\$1,500.00		0.00			
N34	WZZM	10/22/24	10/28/24	NFL Mo Pre-Game	CM	NFL Mo Pre-Game	MTWTFSS	:30	1	\$1,200.00	P02	0.00	NM	1	\$1,200.00
MNF Countdown (NON-LIONS)															
SPORTES-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of WZZM airing MNF KICKOFF on 10/2/2023, MNF KICKOFF on 10/9/2023, MNF KICKOFF on 10/16/2023, MNF KICKOFF on 10/23/2023, MNF KICKOFF on 10/30/2023, MNF KICKOFF on 11/6/2023, MNF KIC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/24	10/28/24	MTWTFSS			1			\$1,200.00		0.00			
N35	WZZM	10/22/24	10/28/24	NFL Football Mo	CM	NFL Football Mo	MTWTFSS	:30	1	\$2,800.00	P02	0.00	NM	1	\$2,800.00
MNF															
SPORTES-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of ESPN MONDAY NIGHT FOOTBALL on WZZM airing 12 times on 10/2/2023, 10/9/2023, 10/16/2023, 10/23/2023, 10/30/2023, 11/6/2023, 11/13/2023, 11/20/2023, 12/4/2023, 12/11/2023, 12/18/20															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/24	10/28/24	MTWTFSS			1			\$2,800.00		0.00			
N36	WZZM	10/22/24	10/26/24	NCAA FB DT LateGame	CM	Late Game	-----S-	:30	1	\$1,200.00	P02	0.00	NM	1	\$1,200.00
NCAA FB Daytime Late Game (3:30 PM-7:30 PM)															
SPORTES-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of ABC'S COLLEGE FOOTBALL on WZZM airing 8 times on 10/7/2023, 10/14/2023, 10/21/2023, 10/28/2023, 11/4/2023, 11/11/2023, 11/18/2023 and 11/25/2023 ADJUSTED TO THE Feb/2022 HUT LEVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/21/24	10/27/24	-----S-			1			\$1,200.00		0.00			
N37	WZZM	10/22/24	10/26/24		CM	Prime Game SEC	-----S-	:30	1	\$1,500.00	P02	0.00	NM	1	\$1,500.00

Order / Rev: 2899590  
 Alt Order #: WOC14617408  
 Flight Dates: 10/22/24 - 10/28/24

Advertiser: ISS/ House Majority PAC  
 Product Desc: TV  
 Estimate: 13094  
**WZZM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NCAA FB Prime Game St CFB Prime Game (7:30 PM-11:00 PM) SPORTES-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of ABC'S PRIMETIME COLLEGE FOOTBAL on WZZM airing 8 times on 10/7/2023, 10/14/2023, 10/21/2023, 10/28/2023, 11/4/2023, 11/11/2023, 11/18/2023 and 11/25/2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/21/24	10/27/24	-----S-			1	\$1,500.00	0.00						
N38	WZZM	10/22/24	10/27/24	Local News @ 7a Su	CM	7-8a	-----S	:30	1	\$375.00	P02	0.00	NM	1	\$375.00
WZZM News At 7A Sunday Q4 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ACTUAL Nov/2022 Sun 7:00a-8:00a TIME PERIOD ON WZZM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/21/24	10/27/24	-----S			1	\$375.00	0.00						
													Totals	106	\$76,780.00