

# ORDER



**Orders**  
**Order / Rev:** 1288064  
**Alt Order #:** WOC14648869  
**Product Desc:** WI General  
**Estimate:** 11740  
**Flight Dates:** 05/14/24 - 05/20/24  
**Original Date / Rev:** 05/13/24 / 05/13/24  
**Order Type:** GENERAL

**TODAY'S TMJ4**  
**Primary AE:** Margie MacDonald  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** Media Buying and Analytics  
**Buying Contact:**  
**Billing Contact:**  
 4355 Cobb Pkwy SE  
 Atlanta, GA 30339

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

**Advertiser Name:** Biden/Democrat/President  
**Demographic:** A35+  
**Product Codes:** Federal Candidate,Presidential  
**Revenue Code 1:** DISC  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** P-3

**New Business End:**  
**Advertiser External ID:** 255871  
**Agency External ID:** 138770  
**Unit Code:** General  
**Order Separation:** 00:10:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/20/24	50	\$13,930.00	\$11,840.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	50	\$13,930.00	\$11,840.50	0.00
<b>Totals</b>	<b>50</b>	<b>\$13,930.00</b>	<b>\$11,840.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald	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	WTMJ	05/14/24	05/17/24	5-6am Daybreak Early 5-6am Daybreak Early	CM	5-6am	-1111--	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
(Program: TMJ4 NEWS TODAY 5AM)															
		<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	-1111--			4		\$125.00		0.00				
N 2	WTMJ	05/14/24	05/20/24	M-F 7-9am Today Show 7-9am Today Show	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	11111--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
(Program: TODAY SHOW)															
		<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		\$300.00		0.00				
N 3	WTMJ	05/14/24	05/20/24	M-F 10-11am Today II 10-11am Megyn Kelly Today	CM	10-11am	11--1--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
(Program: TODAY THIRD HOUR)															
		<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	11--1--			3		\$125.00		0.00				
N 4	WTMJ	05/14/24	05/17/24	M-F 11am-12pm Hoda/J&M 11am-12pm Hoda/Jenna	CM	11am-12pm	--1-1--	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
(Program: TODAY WITH HODA & JENNA)															
		<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--			2		\$125.00		0.00				
N 5	WTMJ	05/14/24	05/20/24	M-F 12-1pm News ROT 12-1pm News ROT	CM	12-1pm	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00

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TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: LIVE AT 12-1P NEWS)															
		<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			
N 6	WTMJ	05/14/24	05/17/24	M-F 1p-2p M-F 1p-2p	CM	1-2pm	--1-1--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
(Program: NBC NEWS DAILY)															
		<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--		2				\$225.00		0.00			
N 7	WTMJ	05/14/24	05/20/24	M-F 2p-3pm M-F 2p-3pm	CM	2-3pm	12111--	:30	6	\$80.00	P-3	0.00	NM	6	\$480.00
(Program: SCRIPPS NEWS LIVE)															
		<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	12111--		6				\$80.00		0.00			
N 8	WTMJ	05/14/24	05/20/24	M-F 4-5pm News M-F 4-5pm News	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	1-11---	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
(Program: TMJ4 NEWS AT 4PM)															
		<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	1-11---		3				\$250.00		0.00			
N 9	WTMJ	05/14/24	05/16/24	M-F 4-5pm News M-F 4-5pm News	CM	4-5pm	-111---	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
(Program: TMJ4 NEWS AT 4PM)															
		<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	-111---		3				\$225.00		0.00			
N 10	WTMJ	05/14/24	05/17/24	M-F 4-5pm News M-F 4-5pm News	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	---11--	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
(Program: TMJ4 NEWS AT 4PM)															
		<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	---11--		2				\$300.00		0.00			
N 11	WTMJ	05/14/24	05/20/24	5-530pm Live at 5 News 5-530pm Live at 5 News	CM	5-530pm	1-11---	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
(Program: TMJ4 NEWS AT 5PM)															
		<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	1-11---		3				\$400.00		0.00			
N 12	WTMJ	05/14/24	05/14/24	6-630pm Live at 6pm News 6-630pm Live at 6pm News	CM	6-630pm	-1-----	:30	1	\$425.00	P-3	0.00	NM	1	\$425.00
(Program: TMJ4 NEWS AT 6PM)															
		<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				\$425.00		0.00			
N 13	WTMJ	05/14/24	05/18/24	SA 5-530pm Live at 5 SA 5-530pm Live at 5	CM	5-530pm	-----1-	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
(Program: TMJ4 NEWS AT 5PM SAT)															
		<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				\$375.00		0.00			
N 14	WTMJ	05/14/24	05/18/24	SA 6-630pm Live at 6 SA 6-630pm Live at 6	CM	6-630pm	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
(Program: TMJ4 NEWS AT 6PM SAT)															
		<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 15	WTMJ	05/14/24	05/19/24	SU 5-530pm Live at 5 SU 5-530pm Live at 5	CM	5-530pm	-----1	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
(Program: TMJ4 NEWS AT 5PM SUN)															
		<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				\$375.00		0.00			
N 16	WTMJ	05/14/24	05/20/24	Milwaukee Tonight Milwaukee Tonight	CM	630-7pm	1---1--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
(Program: MILWAUKEE TONIGHT)															
		<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--		2				\$400.00		0.00			
N 17	WTMJ	05/14/24	05/14/24	M-F Live at 10pm News M-F Live at 10pm News	CM	10-1035pm	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
(Program: TMJ4 NEWS AT 10PM)															

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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: 05/13/24	05/19/24	-1-----		1				\$700.00		0.00			
N 18	WTMJ	05/14/24	05/18/24	SA Live at 10pm News SA Live at 10pm News	CM	10-1030pm	-----1-	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
(Program: TMJ4 NEWS AT 10PM SAT)															
		<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				\$700.00		0.00			
N 19	WTMJ	05/14/24	05/20/24	Late Night Late Night	CM	1137pm-1237am	1-----	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
(Program: SETH MEYERS LATE NIGHT)															
		<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				\$125.00		0.00			
N 20	WTMJ	05/14/24	05/19/24	SU 5-7am Daybreak SU 5-7am Daybreak	CM	5-7am	-----2	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
(Program: TMJ4 NEWS TODAY SUN)															
		<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	-----2		2				\$125.00		0.00			
N 21	WTMJ	05/14/24	05/18/24	Preakness Preakness	CM	330-7pm	-----1-	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
(Program: HORSE PREAKNESS STAKES)															
		<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				\$2,000.00		0.00			
													Totals	50	\$13,930.00