

ORDER



Orders
Order / Rev: 1281799
Alt Order #: WOC14626701
Product Desc: 2024 President Elections
Estimate: 11650
Flight Dates: 04/19/24 - 04/21/24
Original Date / Rev: 04/18/24 / 04/18/24
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
04/01/24	04/21/24	13	\$2,920.00	\$2,482.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	13	\$2,920.00	\$2,482.00	0.00
Totals	13	\$2,920.00	\$2,482.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald			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	04/19/24	04/19/24	M-F 12-1pm News ROT 12-1pm News ROT	CM	12-1pm	----2--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
(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:		04/15/24	04/21/24	----2--					2	\$200.00		0.00			
N 2	WTMJ	04/19/24	04/19/24	M-F 2p-3pm M-F 2p-3pm	CM	2-3pm	----2--	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
(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:		04/15/24	04/21/24	----2--					2	\$80.00		0.00			
N 3	WTMJ	04/19/24	04/19/24	M-F 230p-3p M-F 230p-3p	CM	M-F 230p-3p	----2--	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
(Program: POSITIVELY MILWAUKEE)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	----2--					2	\$80.00		0.00			
N 4	WTMJ	04/19/24	04/19/24	M-F 3-4pm M-F 3-4pm	CM	3-4pm	----2--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
(Program: KELLY CLARKSON)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	----2--					2	\$100.00		0.00			
N 5	WTMJ	04/19/24	04/19/24	5-530pm Live at 5 News 5-530pm Live at 5 News	CM	5-530pm	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00

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Advertiser: Biden/Democrat/President
 Product Desc: 2024 President Elections
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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: 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: 04/15/24	04/21/24	----1--		1				\$400.00		0.00			
N 6	WTMJ	04/19/24	04/19/24	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: 04/15/24	04/21/24	----1--		1				\$425.00		0.00			
N 7	WTMJ	04/19/24	04/20/24	SA 6-630pm Live at 6	CM	6-630pm	-----2-	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
(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: 04/15/24	04/21/24	-----2-		2				\$400.00		0.00			
N 8	WTMJ	04/19/24	04/21/24	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: 04/15/24	04/21/24	-----1		1				\$375.00		0.00			
													Totals	13	\$2,920.00