

ORDER



Orders
Order / Rev: 1280705
Alt Order #: WOC14623217
Product Desc: WI General
Estimate: 11631
Flight Dates: 04/16/24 - 04/21/24
Original Date / Rev: 04/15/24 / 04/15/24
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	35	\$8,915.00	\$7,577.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	35	\$8,915.00	\$7,577.75	0.00
Totals	35	\$8,915.00	\$7,577.75	0.00

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	04/16/24	04/18/24	M-F 7-9am Today Show 7-9am Today Show	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	---1---	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
(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:		04/15/24	04/21/24	---1---			1		\$300.00		0.00				
N 2	WTMJ	04/16/24	04/17/24	M-F 2p-3pm M-F 2p-3pm	CM	2-3pm	-11----	: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	-11----			2		\$80.00		0.00				
N 3	WTMJ	04/16/24	04/19/24	M-F 230p-3p M-F 230p-3p	CM	M-F 230p-3p	----1--	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
(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	----1--			1		\$80.00		0.00				
N 4	WTMJ	04/16/24	04/19/24	M-F 3-4pm M-F 3-4pm	CM	3-4pm	-1111--	:30	4	\$100.00	P-3	0.00	NM	4	\$400.00
(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	-1111--			4		\$100.00		0.00				
N 5	WTMJ	04/16/24	04/19/24	M-F 4-5pm News M-F 4-5pm News	CM	4-5pm	-1111--	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00

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Advertiser: Biden/Democrat/President
 Product Desc: WI General
 Estimate: 11631

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 4PM)															
		<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	-1111--		4				\$225.00		0.00			
N 6	WTMJ	04/16/24	04/19/24	M-F 4-5pm News M-F 4-5pm News	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	-1111--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
(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:		04/15/24	04/21/24	-1111--		4				\$250.00		0.00			
N 7	WTMJ	04/16/24	04/19/24	M-F 4-5pm News M-F 4-5pm News	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	-1111--	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
(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:		04/15/24	04/21/24	-1111--		4				\$300.00		0.00			
N 8	WTMJ	04/16/24	04/19/24	5-530pm Live at 5 News 5-530pm Live at 5 News	CM	5-530pm	-1111--	:30	4	\$400.00	P-3	0.00	NM	4	\$1,600.00
(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:		04/15/24	04/21/24	-1111--		4				\$400.00		0.00			
N 9	WTMJ	04/16/24	04/19/24	6-630pm Live at 6pm News 6-630pm Live at 6pm News	CM	6-630pm	-1111--	:30	4	\$425.00	P-3	0.00	NM	4	\$1,700.00
(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	-1111--		4				\$425.00		0.00			
N 10	WTMJ	04/16/24	04/20/24	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:		04/15/24	04/21/24	-----1-		1				\$400.00		0.00			
N 11	WTMJ	04/16/24	04/21/24	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:		04/15/24	04/21/24	-----1		1				\$375.00		0.00			
N 12	WTMJ	04/16/24	04/20/24	SA 5-7am Daybreak SA 5-7am Daybreak	CM	5-7am	-----2-	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
(Program: TMJ4 NEWS TODAY 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				\$125.00		0.00			
N 13	WTMJ	04/16/24	04/21/24	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:		04/15/24	04/21/24	-----2		2				\$125.00		0.00			
N 14	WTMJ	04/16/24	04/21/24	Sunday Today Show Sunday Today Show	CM	7-8am	-----1	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
(Program: SUN TODAY-NBC)															
		<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				\$300.00		0.00			
													Totals	35	\$8,915.00