

# ORDER



**Orders**  
**Order / Rev:** 3500077 - 1 *Rev 1*  
**Alt Order #:** 27760672  
**Product Desc:** Candidate  
**Estimate:** 8621  
**Flight Dates:** 04/05/22 - 04/11/22  
**Original Date / Rev:** 04/06/22 / 04/06/22  
**Order Type:** REG

**Primary AE:** Millennium Washington, DC  
**Sales Office:** M-WAS  
**Sales Region:** Nat

**Agency Name:** Strategic Media Services  
**Buying Contact:** Zach Brumback  
**Billing Contact:**  
 1911 North Fort Myer Drive  
 Arlington, VA 22209

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

**Advertiser Name:** POL/Richard Irvin/Governor/IL/Rep  
**Demographic:** A35+  
**Product Codes:** PL14  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P5

**Order Brand:**  
**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:** IN13871/SP2622/AL1146  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/11/22	171	\$35,015.00	\$29,762.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	171	\$35,015.00	\$29,762.75	0.00
<b>Totals</b>	<b>171</b>	<b>\$35,015.00</b>	<b>\$29,762.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington, DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
Rockford WTVO	35%	\$35,015.00
Market	100%	\$100,042.86

**Competitive Share**

	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	55%	\$55,023.57
WIFR	0%	\$0.00
WQRF	10%	\$10,004.29
WREX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTVO	04/05/22	04/05/22	EM M-F 5a-6a MORNING NEWS	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	-T-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
	WTVO Morning News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	04/04/22	04/10/22	-T-----		1		\$125.00		0.00					
2	WTVO	04/06/22	04/06/22	EM M-F 5a-6a MORNING NEWS	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	--W----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
	WTVO Morning News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

Order / Rev: 3500077 - 1  
 Alt Order #: 27760672  
 Flight Dates: 04/05/22 - 04/11/22

Advertiser: POL/Richard Irvin/Governor/IL/Rep  
 Product Desc: Candidate  
 Estimate: 8621

Rockford WTVO

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: 04/04/22	04/10/22	--W----		1				\$125.00		0.00			
3	WTVO	04/07/22	04/07/22	EM M-F 5a-6a MORNING NEWS	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	---T---	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---		1				\$125.00		0.00			
4	WTVO	04/08/22	04/08/22	EM M-F 5a-6a MORNING NEWS	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	----F--	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	----F--		1				\$125.00		0.00			
5	WTVO	04/11/22	04/11/22	EM M-F 5a-6a MORNING NEWS	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	M-----		1				\$125.00		0.00			
6	WTVO	04/05/22	04/05/22	EM M-F 5a-6a MORNING NEWS	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	-T-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-T-----		1				\$125.00		0.00			
7	WTVO	04/06/22	04/06/22	EM M-F 5a-6a MORNING NEWS	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	--W----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	--W----		1				\$125.00		0.00			
8	WTVO	04/07/22	04/07/22	EM M-F 5a-6a MORNING NEWS	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	---T---	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---		1				\$125.00		0.00			
9	WTVO	04/08/22	04/08/22	EM M-F 5a-6a MORNING NEWS	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	----F--	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	----F--		1				\$125.00		0.00			
10	WTVO	04/11/22	04/11/22	EM M-F 5a-6a MORNING NEWS	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	M-----		1				\$125.00		0.00			
11	WTVO	04/05/22	04/05/22	EM M-F 6a-7a MORNING NEWS	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-T-----	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-T-----		1				\$175.00		0.00			
12	WTVO	04/06/22	04/06/22	EM M-F 6a-7a MORNING NEWS	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	--W----	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	--W----		1				\$175.00		0.00			
13	WTVO	04/07/22	04/07/22	EM M-F 6a-7a MORNING NEWS	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	---T---	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---		1				\$175.00		0.00			
14	WTVO	04/08/22	04/08/22	EM M-F 6a-7a MORNING NEWS	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	----F--	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	----F--		1				\$175.00		0.00			

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Rockford WTVO

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:		04/04/22	04/10/22	----F--		1				\$175.00		0.00			
15	WTVO	04/11/22	04/11/22	EM M-F 6a-7a MORNING NEWS	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	M-----	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/11/22	04/17/22	M-----		1				\$175.00		0.00			
16	WTVO	04/05/22	04/05/22	EM M-F 6a-7a MORNING NEWS	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-T-----	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-T-----		1				\$175.00		0.00			
17	WTVO	04/06/22	04/06/22	EM M-F 6a-7a MORNING NEWS	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	--w----	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	--w----		1				\$175.00		0.00			
18	WTVO	04/07/22	04/07/22	EM M-F 6a-7a MORNING NEWS	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	---T---	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	---T---		1				\$175.00		0.00			
19	WTVO	04/08/22	04/08/22	EM M-F 6a-7a MORNING NEWS	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	----F--	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	----F--		1				\$175.00		0.00			
20	WTVO	04/11/22	04/11/22	EM M-F 6a-7a MORNING NEWS	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M-----	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		WTVO Morning News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/11/22	04/17/22	M-----		1				\$175.00		0.00			
21	WTVO	04/05/22	04/05/22	GMA GOOD MORNING AMERICA	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-T-----	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
		Good Morning America													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-T-----		2				\$175.00		0.00			
22	WTVO	04/06/22	04/06/22	GMA GOOD MORNING AMERICA	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	--w----	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
		Good Morning America													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	--w----		2				\$175.00		0.00			
23	WTVO	04/07/22	04/07/22	GMA GOOD MORNING AMERICA	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	---T---	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
		Good Morning America													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	---T---		2				\$175.00		0.00			
24	WTVO	04/08/22	04/08/22	GMA GOOD MORNING AMERICA	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	----F--	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
		Good Morning America													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	----F--		2				\$175.00		0.00			
25	WTVO	04/11/22	04/11/22	GMA GOOD MORNING AMERICA	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	M-----	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
		Good Morning America													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/11/22	04/17/22	M-----		2				\$175.00		0.00			
26	WTVO	04/05/22	04/05/22	GMA GOOD MORNING AMERICA	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-T-----	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
		Good Morning America													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/05/22	04/05/22	-T-----		2				\$175.00		0.00			

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Rockford WTVO

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27	WTVO	04/06/22	04/06/22	GMA	CM	8:00 AM-9:00 AM	--W----	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-T-----		2				\$175.00		0.00			
		GOOD MORNING AMERICA (8:00 AM-9:00 AM) Good Morning America													
28	WTVO	04/07/22	04/07/22	GMA	CM	8:00 AM-9:00 AM	---T---	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	--W----		2				\$175.00		0.00			
		GOOD MORNING AMERICA (8:00 AM-9:00 AM) Good Morning America													
29	WTVO	04/08/22	04/08/22	GMA	CM	8:00 AM-9:00 AM	----F--	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---		2				\$175.00		0.00			
		GOOD MORNING AMERICA (8:00 AM-9:00 AM) Good Morning America													
30	WTVO	04/11/22	04/11/22	GMA	CM	8:00 AM-9:00 AM	M-----	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	M-----		2				\$175.00		0.00			
		GOOD MORNING AMERICA (8:00 AM-9:00 AM) Good Morning America													
31	WTVO	04/09/22	04/09/22	EM Sa-Su 7a-8a	CM	Sa-Su 7a-8a	-----S-	:30	2	\$100.00	P3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-----S-		2				\$100.00		0.00			
		MORNING NEWS Weekend GMA													
32	WTVO	04/09/22	04/09/22	GMA Sa	CM	8:00 AM-9:00 AM	-----S-	:30	2	\$100.00	P3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-----S-		2				\$100.00		0.00			
		GMA SATURDAY (8:00 AM-9:00 AM) Weekend GMA													
33	WTVO	04/09/22	04/09/22	GMA Sa	CM	9:00 AM-10:00 AM	-----S-	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-----S-		1				\$175.00		0.00			
		GMA SATURDAY (9:00 AM-10:00 AM) Weekend GMA													
34	WTVO	04/10/22	04/10/22	EM Sa-Su 7a-8a	CM	Sa-Su 7a-8a	-----S	:30	2	\$100.00	P3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-----S		2				\$100.00		0.00			
		MORNING NEWS Good Morning Sunday													
35	WTVO	04/10/22	04/10/22	GMA Su	CM	This Week	-----S	:30	2	\$175.00	P3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-----S		2				\$175.00		0.00			
		GMA Su (8:00 AM-9:00 AM) Good Morning Sunday													
36	WTVO	04/05/22	04/05/22	M-F 9a-10a	CM	M-F 9a-10a	-T-----	:30	2	\$50.00	P4	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-T-----		2				\$50.00		0.00			
		Live w/Kelly & Ryan Live With Kelly & Ryan													
37	WTVO	04/06/22	04/06/22	M-F 9a-10a	CM	M-F 9a-10a	--W----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	--W----		1				\$50.00		0.00			
		Live w/Kelly & Ryan Live With Kelly & Ryan													
38	WTVO	04/07/22	04/07/22	M-F 9a-10a	CM	M-F 9a-10a	---T---	:30	2	\$50.00	P4	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---		2				\$50.00		0.00			
		Live w/Kelly & Ryan Live With Kelly & Ryan													

Order / Rev: 3500077 - 1  
 Alt Order #: 27760672  
 Flight Dates: 04/05/22 - 04/11/22

Advertiser: POL/Richard Irvin/Governor/IL/Rep  
 Product Desc: Candidate  
 Estimate: 8621

Rockford WTVO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
39	WTVO	04/08/22	04/08/22	M-F 9a-10a Live w/Kelly & Ryan	CM	M-F 9a-10a	----F--	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	---T---					2	\$50.00		0.00			
40	WTVO	04/11/22	04/11/22	M-F 9a-10a Live w/Kelly & Ryan	CM	M-F 9a-10a	M-----	:30	2	\$50.00	P4	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	----F--					1	\$50.00		0.00			
41	WTVO	04/05/22	04/05/22	M-F 10a-11a THE VIEW	CM	10a-11a	-T-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-T-----					1	\$50.00		0.00			
42	WTVO	04/06/22	04/06/22	M-F 10a-11a THE VIEW	CM	10a-11a	--W----	:30	2	\$50.00	P4	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	--W----					2	\$50.00		0.00			
43	WTVO	04/07/22	04/07/22	M-F 10a-11a THE VIEW	CM	10a-11a	---T---	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	---T---					1	\$50.00		0.00			
44	WTVO	04/08/22	04/08/22	M-F 10a-11a THE VIEW	CM	10a-11a	----F--	:30	2	\$50.00	P4	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	----F--					2	\$50.00		0.00			
45	WTVO	04/11/22	04/11/22	M-F 10a-11a THE VIEW	CM	10a-11a	M-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
Week:		04/11/22	04/17/22	M-----					1	\$50.00		0.00			
46	WTVO	04/05/22	04/05/22	M-F 11a-12p Rachael Ray	CM	M-F 11a-12p	-T-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-T-----					1	\$50.00		0.00			
47	WTVO	04/06/22	04/06/22	M-F 11a-12p Rachael Ray	CM	M-F 11a-12p	--W----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	--W----					1	\$50.00		0.00			
48	WTVO	04/07/22	04/07/22	M-F 11a-12p Rachael Ray	CM	M-F 11a-12p	---T---	:30	2	\$50.00	P4	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	---T---					2	\$50.00		0.00			
49	WTVO	04/08/22	04/08/22	M-F 11a-12p Rachael Ray	CM	M-F 11a-12p	----F--	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	----F--					1	\$50.00		0.00			
50	WTVO	04/11/22	04/11/22	M-F 11a-12p Rachael Ray	CM	M-F 11a-12p	M-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Rate</u>		<u>Rating</u>			
Week:		04/11/22	04/17/22	M-----					1	\$50.00		0.00			

Order / Rev: 3500077 - 1  
 Alt Order #: 27760672  
 Flight Dates: 04/05/22 - 04/11/22

Advertiser: POL/Richard Irvin/Governor/IL/Rep  
 Product Desc: Candidate  
 Estimate: 8621

Rockford WTVO

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: 04/11/22	04/17/22	M-----		1				\$50.00		0.00			
N51	WTVO	04/05/22	04/05/22	M-F 12p-1p GMA3	CM	12:00 PM-1:00 PM	-T-----	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
		GMA 3: What You Need to Know													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-T-----		1				\$100.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	NTVO	04/04/22-04/10/22	M-F 12p-1p		12:00 PM-1:00 PM	2:00 PM-1:00 PM	-T-----	:30	(\$100.00)	0.00	NM		
		See MG 51.2 [first 5 secs cut off per DR]													
		2	NTVO	04/07/22-04/11/22	M-F 12p-1p		12:00 PM-1:00 PM	2:00 PM-1:00 PM	M--ThF----	:30	\$100.00	0.00	NM		
		Ⓜ MG for 51.1 04/05 [Makegood]													
52	WTVO	04/06/22	04/06/22	M-F 12p-1p GMA3	CM	12p-1p	--W----	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
		GMA 3: What You Need to Know													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	--W----		1				\$100.00		0.00			
53	WTVO	04/07/22	04/07/22	M-F 12p-1p GMA3	CM	12p-1p	---T---	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
		GMA 3: What You Need to Know													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---		1				\$100.00		0.00			
54	WTVO	04/08/22	04/08/22	M-F 12p-1p GMA3	CM	12p-1p	----F--	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
		GMA 3: What You Need to Know													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	----F--		1				\$100.00		0.00			
55	WTVO	04/11/22	04/11/22	M-F 12p-1p GMA3	CM	12p-1p	M-----	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
		GMA 3: What You Need to Know													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	M-----		1				\$100.00		0.00			
56	WTVO	04/05/22	04/05/22	M-F 1p-2p GENERAL HOSPITAL	CM	1p-2p	-T-----	:30	2	\$35.00	P4	0.00	NM	2	\$70.00
		General Hospital													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-T-----		2				\$35.00		0.00			
57	WTVO	04/06/22	04/06/22	M-F 1p-2p GENERAL HOSPITAL	CM	1p-2p	--W----	:30	1	\$35.00	P4	0.00	NM	1	\$35.00
		General Hospital													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	--W----		1				\$35.00		0.00			
58	WTVO	04/07/22	04/07/22	M-F 1p-2p GENERAL HOSPITAL	CM	1p-2p	---T---	:30	2	\$35.00	P4	0.00	NM	2	\$70.00
		General Hospital													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---		2				\$35.00		0.00			
59	WTVO	04/08/22	04/08/22	M-F 1p-2p GENERAL HOSPITAL	CM	1p-2p	----F--	:30	1	\$35.00	P4	0.00	NM	1	\$35.00
		General Hospital													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	----F--		1				\$35.00		0.00			
60	WTVO	04/11/22	04/11/22	M-F 1p-2p GENERAL HOSPITAL	CM	1p-2p	M-----	:30	2	\$35.00	P4	0.00	NM	2	\$70.00
		General Hospital													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	M-----		2				\$35.00		0.00			
61	WTVO	04/05/22	04/05/22	M-F 2p-3p FAMILY FEUD	CM	M-F 2p-3p	-T-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00

Order / Rev: 3500077 - 1  
 Alt Order #: 27760672  
 Flight Dates: 04/05/22 - 04/11/22

Advertiser: POL/Richard Irvin/Governor/IL/Rep  
 Product Desc: Candidate  
 Estimate: 8621

Rockford WTVO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
62	WTVO	04/06/22	04/06/22	M-F 2p-3p FAMILY FEUD	CM	M-F 2p-3p	--W----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-T-----					1	\$50.00		0.00			
63	WTVO	04/07/22	04/07/22	M-F 2p-3p FAMILY FEUD	CM	M-F 2p-3p	---T---	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	--W----					1	\$50.00		0.00			
64	WTVO	04/08/22	04/08/22	M-F 2p-3p FAMILY FEUD	CM	M-F 2p-3p	----F--	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	---T---					1	\$50.00		0.00			
65	WTVO	04/11/22	04/11/22	M-F 2p-3p FAMILY FEUD	CM	M-F 2p-3p	M-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/11/22	04/17/22	M-----					1	\$50.00		0.00			
66	WTVO	04/05/22	04/05/22	M-F 3p-4p Family Feud	CM	M-F 3p-4p	-T-----	:30	2	\$40.00	P4	0.00	NM	2	\$80.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-T-----					2	\$40.00		0.00			
67	WTVO	04/06/22	04/06/22	M-F 3p-4p Family Feud	CM	M-F 3p-4p	--W----	:30	2	\$40.00	P4	0.00	NM	2	\$80.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	--W----					2	\$40.00		0.00			
68	WTVO	04/07/22	04/07/22	M-F 3p-4p Family Feud	CM	M-F 3p-4p	---T---	:30	2	\$40.00	P4	0.00	NM	2	\$80.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	---T---					2	\$40.00		0.00			
69	WTVO	04/08/22	04/08/22	M-F 3p-4p Family Feud	CM	M-F 3p-4p	----F--	:30	2	\$40.00	P4	0.00	NM	2	\$80.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	----F--					2	\$40.00		0.00			
70	WTVO	04/11/22	04/11/22	M-F 3p-4p Family Feud	CM	M-F 3p-4p	M-----	:30	2	\$40.00	P4	0.00	NM	2	\$80.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/11/22	04/17/22	M-----					2	\$40.00		0.00			
71	WTVO	04/05/22	04/05/22	M-F 4p-5p Judge Judy	CM	M-F 4p-5p	-T-----	:30	2	\$65.00	P4	0.00	NM	2	\$130.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-T-----					2	\$65.00		0.00			
72	WTVO	04/06/22	04/06/22	M-F 4p-5p Judge Judy	CM	M-F 4p-5p	--W----	:30	2	\$65.00	P4	0.00	NM	2	\$130.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	--W----					2	\$65.00		0.00			
73	WTVO	04/07/22	04/07/22	M-F 4p-5p Judge Judy	CM	M-F 4p-5p	---T---	:30	2	\$65.00	P4	0.00	NM	2	\$130.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	---T---					2	\$65.00		0.00			

Order / Rev: 3500077 - 1  
 Alt Order #: 27760672  
 Flight Dates: 04/05/22 - 04/11/22

Advertiser: POL/Richard Irvin/Governor/IL/Rep  
 Product Desc: Candidate  
 Estimate: 8621

Rockford WTVO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
74	WTVO	04/08/22	04/08/22	M-F 4p-5p Judge Judy	CM	M-F 4p-5p	----F--	:30	2	\$65.00	P4	0.00	NM	2	\$130.00
		Judge Judy Hour													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---		2				\$65.00		0.00			
75	WTVO	04/11/22	04/11/22	M-F 4p-5p Judge Judy	CM	M-F 4p-5p	M-----	:30	2	\$65.00	P4	0.00	NM	2	\$130.00
		Judge Judy Hour													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	----F--		2				\$65.00		0.00			
76	WTVO	04/05/22	04/05/22	M-F 5p-530p News Eyewitness News @ 5p	CM	M-F 5p-530p	-T-----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		Eyewitness 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: 04/04/22	04/10/22	-T-----		1				\$350.00		0.00			
77	WTVO	04/06/22	04/06/22	M-F 5p-530p News Eyewitness News @ 5p	CM	M-F 5p-530p	--W----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		Eyewitness 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: 04/04/22	04/10/22	--W----		1				\$350.00		0.00			
78	WTVO	04/07/22	04/07/22	M-F 5p-530p News Eyewitness News @ 5p	CM	M-F 5p-530p	---T---	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		Eyewitness 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: 04/04/22	04/10/22	---T---		1				\$350.00		0.00			
79	WTVO	04/08/22	04/08/22	M-F 5p-530p News Eyewitness News @ 5p	CM	M-F 5p-530p	----F--	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		Eyewitness 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: 04/04/22	04/10/22	----F--		1				\$350.00		0.00			
80	WTVO	04/11/22	04/11/22	M-F 5p-530p News Eyewitness News @ 5p	CM	M-F 5p-530p	M-----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		Eyewitness 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: 04/11/22	04/17/22	M-----		1				\$350.00		0.00			
81	WTVO	04/05/22	04/05/22	M-F 530p-6p World New ABC World News	CM	M-F 530p-6p	-T-----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
		ABC World News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-T-----		1				\$1,500.00		0.00			
82	WTVO	04/06/22	04/06/22	M-F 530p-6p World New ABC World News	CM	M-F 530p-6p	--W----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
		ABC World News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	--W----		1				\$1,500.00		0.00			
83	WTVO	04/07/22	04/07/22	M-F 530p-6p World New ABC World News	CM	M-F 530p-6p	---T---	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
		ABC World News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---		1				\$1,500.00		0.00			
84	WTVO	04/08/22	04/08/22	M-F 530p-6p World New ABC World News	CM	M-F 530p-6p	----F--	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
		ABC World News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	----F--		1				\$1,500.00		0.00			
85	WTVO	04/11/22	04/11/22	M-F 530p-6p World New ABC World News	CM	M-F 530p-6p	M-----	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
		ABC World News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	M-----		1				\$1,500.00		0.00			



Order / Rev: 3500077 - 1  
 Alt Order #: 27760672  
 Flight Dates: 04/05/22 - 04/11/22

Advertiser: POL/Richard Irvin/Governor/IL/Rep  
 Product Desc: Candidate  
 Estimate: 8621

Rockford WTOV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
86	WTOV	04/05/22	04/05/22	M-F 6p-630p News Eyewitness News @ 6p	CM	6p-630p	-T-----	:30	1	\$375.00	P3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/11/22	04/17/22	M-----		1				\$1,500.00		0.00			
87	WTOV	04/06/22	04/06/22	M-F 6p-630p News Eyewitness News @ 6p	CM	6p-630p	--W----	:30	1	\$375.00	P3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-T-----		1				\$375.00		0.00			
88	WTOV	04/07/22	04/07/22	M-F 6p-630p News Eyewitness News @ 6p	CM	6p-630p	---T---	:30	1	\$375.00	P3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	--W----		1				\$375.00		0.00			
89	WTOV	04/08/22	04/08/22	M-F 6p-630p News Eyewitness News @ 6p	CM	6p-630p	----F--	:30	1	\$375.00	P3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	---T---		1				\$375.00		0.00			
90	WTOV	04/09/22	04/09/22	Sa 6p-630p News Sa Eyewitness News @ 6p	CM	Sa 6p-630p	-----S-	:30	1	\$375.00	P3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	----F--		1				\$375.00		0.00			
91	WTOV	04/10/22	04/10/22	Su 5p-530p News Su Eyewitness News @ 5p	CM	Su 5p-530p	-----S	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-----S-		1				\$450.00		0.00			
92	WTOV	04/10/22	04/10/22	World News Sa-Su World News Sa-Su	CM	World News Sa-Su	-----S	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-----S		1				\$1,500.00		0.00			
93	WTOV	04/05/22	04/05/22	M-F 630p-7p ENTERTAINMENT TONIGHT	CM	630p-7p	-T-----	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-T-----		1				\$150.00		0.00			
94	WTOV	04/06/22	04/06/22	M-F 630p-7p ENTERTAINMENT TONIGHT	CM	630p-7p	--W----	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	----F--		1				\$150.00		0.00			
95	WTOV	04/07/22	04/07/22	M-F 630p-7p ENTERTAINMENT TONIGHT	CM	630p-7p	---T---	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-----S		1				\$150.00		0.00			
96	WTOV	04/08/22	04/08/22	M-F 630p-7p ENTERTAINMENT TONIGHT	CM	630p-7p	----F--	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-----S		1				\$150.00		0.00			
97	WTOV	04/11/22	04/11/22	M-F 630p-7p ENTERTAINMENT TONIGHT	CM	630p-7p	M-----	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-----S		1				\$150.00		0.00			

Order / Rev: 3500077 - 1  
 Alt Order #: 27760672  
 Flight Dates: 04/05/22 - 04/11/22

Advertiser: POL/Richard Irvin/Governor/IL/Rep  
 Product Desc: Candidate  
 Estimate: 8621

Rockford WTVO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
98	WTVO	04/05/22	04/05/22	LN M-F Eyewitness News @ 10p	CM	M-F 10p-1035p	-T-----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		WTVO Ch17 News 10													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/11/22	04/17/22	M-----	1	\$150.00	0.00								
99	WTVO	04/06/22	04/06/22	LN M-F Eyewitness News @ 10p	CM	M-F 10p-1035p	--W----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		WTVO Ch17 News 10													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/04/22	04/10/22	-T-----	1	\$350.00	0.00								
100	WTVO	04/07/22	04/07/22	LN M-F Eyewitness News @ 10p	CM	M-F 10p-1035p	---T---	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		WTVO Ch17 News 10													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/04/22	04/10/22	---T---	1	\$350.00	0.00								
101	WTVO	04/08/22	04/08/22	LN M-F Eyewitness News @ 10p	CM	M-F 10p-1035p	----F--	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		WTVO Ch17 News 10													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/04/22	04/10/22	----F--	1	\$350.00	0.00								
102	WTVO	04/11/22	04/11/22	LN M-F Eyewitness News @ 10p	CM	M-F 10p-1035p	M-----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		WTVO Ch17 News 10													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/11/22	04/17/22	M-----	1	\$350.00	0.00								
103	WTVO	04/09/22	04/09/22	Late Run Late News NEWS	CM	11:44 PM-12:14 XI (11:44 PM-12:14 XM)	-----S-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		Eyewitness News At 10PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/04/22	04/10/22	-----S-	1	\$300.00	0.00								
104	WTVO	04/10/22	04/10/22	LN Su Sun Eyewitness News @ 10p	CM	Su 10p-1030p	-----S	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		Eyewitness News at 10PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/04/22	04/10/22	-----S	1	\$350.00	0.00								
105	WTVO	04/05/22	04/05/22	Jimmy Kimmel JIMMY KIMMEL	CM	10:35 PM-11:37 PI (10:35 PM-11:37 PM)	-T-----	:30	2	\$40.00	P4	0.00	NM	2	\$80.00
		Jimmy Kimmel Live-ABC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/04/22	04/10/22	-T-----	2	\$40.00	0.00								
106	WTVO	04/06/22	04/06/22	Jimmy Kimmel JIMMY KIMMEL	CM	10:35 PM-11:37 PI (10:35 PM-11:37 PM)	--W----	:30	2	\$40.00	P4	0.00	NM	2	\$80.00
		Jimmy Kimmel Live-ABC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/04/22	04/10/22	--W----	2	\$40.00	0.00								
107	WTVO	04/07/22	04/07/22	Jimmy Kimmel JIMMY KIMMEL	CM	10:35 PM-11:37 PI (10:35 PM-11:37 PM)	---T---	:30	2	\$40.00	P4	0.00	NM	2	\$80.00
		Jimmy Kimmel Live-ABC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/04/22	04/10/22	---T---	2	\$40.00	0.00								
108	WTVO	04/08/22	04/08/22	Jimmy Kimmel JIMMY KIMMEL	CM	10:35 PM-11:37 PI (10:35 PM-11:37 PM)	----F--	:30	2	\$40.00	P4	0.00	NM	2	\$80.00
		Jimmy Kimmel Live-ABC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/04/22	04/10/22	----F--	2	\$40.00	0.00								
109	WTVO	04/11/22	04/11/22	Jimmy Kimmel JIMMY KIMMEL	CM	10:35 PM-11:37 PI (10:35 PM-11:37 PM)	M-----	:30	2	\$40.00	P4	0.00	NM	2	\$80.00
		Jimmy Kimmel Live-ABC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/11/22	04/17/22	M-----	2	\$40.00	0.00								

Order / Rev: 3500077 - 1  
 Alt Order #: 27760672  
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Rockford WTVO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
110	WTVO	04/05/22	04/05/22	Nightline ABC NIGHTLINE	CM	11:37 PM-12:06 XM (11:37 PM-12:06 XM)	XI-T-----	:30	1	\$35.00	P4	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	M-----		2				\$40.00		0.00			
		Nightline-ABC													
111	WTVO	04/06/22	04/06/22	Nightline ABC NIGHTLINE	CM	11:37 PM-12:06 XM (11:37 PM-12:06 XM)	XI--w----	:30	1	\$35.00	P4	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-T-----		1				\$35.00		0.00			
		Nightline-ABC													
112	WTVO	04/07/22	04/07/22	Nightline ABC NIGHTLINE	CM	11:37 PM-12:06 XM (11:37 PM-12:06 XM)	XI---T---	:30	1	\$35.00	P4	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	--W----		1				\$35.00		0.00			
		Nightline-ABC													
113	WTVO	04/08/22	04/08/22	Nightline ABC NIGHTLINE	CM	11:37 PM-12:06 XM (11:37 PM-12:06 XM)	XI----F--	:30	1	\$35.00	P4	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	----F--		1				\$35.00		0.00			
		Nightline-ABC													
114	WTVO	04/11/22	04/11/22	Nightline ABC NIGHTLINE	CM	11:37 PM-12:06 XM (11:37 PM-12:06 XM)	XIM-----	:30	1	\$35.00	P4	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	M-----		1				\$35.00		0.00			
		Nightline-ABC													
115	WTVO	04/10/22	04/10/22	Su 1130p-1230a WIPEOUT	CM	1130p-1230x	-----S	:30	1	\$25.00	P4	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-----S		1				\$25.00		0.00			
		Castle													
116	WTVO	04/10/22	04/10/22	Su 1030p-1130p ENTERTAINMENT TONIGHT	CM	10:35 PM-11:35 PM (10:35 PM-11:35 PM)	-----S	:30	1	\$35.00	P4	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	-----S		1				\$35.00		0.00			
		Entertainment Tonight													
117	WTVO	04/11/22	04/11/22	Mon Prime Other 1 AMERICAN IDOL	CM	7p-9p	M-----	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	M-----		1				\$800.00		0.00			
		American Idol Mon-ABC													
118	WTVO	04/11/22	04/11/22	Mon Prime Hour 3 THE GOOD DOCTOR	CM	9p-10p	M-----	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	M-----		1				\$500.00		0.00			
		The Good Doctor-ABC													
120	WTVO	04/06/22	04/06/22	Wed Prime Hour 2 WONDER YEARS/HOME ECO	CM	8p-9p	--W----	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	--W----		1				\$500.00		0.00			
		The Conners/Home Economics-ABC													
121	WTVO	04/06/22	04/06/22	Wed Prime Hour 3 A MILLION LITTLE THINGS	CM	9p-10p	--W----	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	--W----		1				\$500.00		0.00			
		A Million Little Things-ABC													
122	WTVO	04/07/22	04/07/22	Thur Prime Hour 1 STATION 19	CM	7p-8p	---T---	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---		1				\$500.00		0.00			
		Station 19-ABC													

Order / Rev: 3500077 - 1  
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Rockford WTVO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
123	WTVO	04/07/22	04/07/22	Thur Prime Hour 2 GREYS ANATOMY	CM	8p-9p	---T---	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		Grey's Anatomy-ABC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	---T---		1				\$500.00		0.00			
124	WTVO	04/07/22	04/07/22	Thur Prime Hour 3 BIG SKY	CM	9p-10p	---T---	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
		Big Sky-ABC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	---T---		2				\$450.00		0.00			
125	WTVO	04/08/22	04/08/22	Fri Prime Hour 1 SHARK TANK	CM	7p-8p	----F--	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
		Shark Tank-ABC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	----F--		1				\$450.00		0.00			
126	WTVO	04/08/22	04/08/22	Fri Prime Other 2 20/20	CM	8p-10p	----F--	:30	3	\$450.00	P3	0.00	NM	3	\$1,350.00
		20/20 (2 hours)-ABC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	----F--		3				\$450.00		0.00			
128	WTVO	04/06/22	04/11/22	M-F 1205a-105a ENTERTAINMENT TONIGHT	CM	12:07 XM-12:37 XM	X11-1-1--	:30	3	\$50.00	P3	0.00	NM	3	\$150.00
		American Idol Encore-ABC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	--1-1--		2				\$50.00		0.00			
Week:		04/11/22	04/17/22	1-----		1				\$50.00		0.00			
129	WTVO	04/10/22	04/10/22	Sun Prime Other 2 AMERICAN IDOL	CM	7p-9p	-----S	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
		American Idol-ABC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-----S		1				\$800.00		0.00			
130	WTVO	04/10/22	04/10/22	Sun Prime Hour 4 THE ROOKIE	CM	9p-10p	-----S	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
		The Rookie-ABC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/04/22	04/10/22	-----S		1				\$450.00		0.00			

Totals 171 \$35,015.00



125 West 55th St  
New York, NY 10019

**Contract #** 27760672      **Changes as of:** 4/8/2022 at 11:01 AM      **Version:** Highlighting Makegood 5      **Status:** Confirmed  
**CPE:** 696/733/8621      **Flight:** 4/5/22 - 4/11/22      **Station:** WTVO      **Con Type:** POLITICAL/VOTE  
**Agency:** STRATEGIC MEDIA SERVICES      **Advertiser:** Ivin for Illinois      **Market:** Rockford      **Total \$:** \$35,015.00  
**Product:** Candidate      **Office:** WASHINGTON      **Total Spots:** 171  
**Agency Order #:** 11542142      **Buyer:** Brumback, Zach      **Service:** Nielsen      **Total CPM:** \$0.00  
**Buyer:** Brumback, Zach      **Primary Demo:**      **Traffic #:** 3500077  
**Salesperson:** SHANNAN YALLOF      **Assistant:** SHANNAN YALLOF  
**Separation:**      **212-373-8131**

Comments: PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	Len	4/5 - 4/11										Total Spots	Total \$	CPM	GRP
						4/5	4/6	4/7	4/8	4/9	4/10	4/11							
MSD 15	Tu-F, M 12n-1p		GMA 3: What You Need to Know	\$100.00	30	1	0	1	1	0	0	1		4	\$400.00	\$0.00	0.0		
MGD 58	M, Th-F 12n-1p		GMA 3: What You Need to Know	\$100.00	30	0	0	0	1	0	0	0		1	\$100.00	\$0.00	0.0		
<b>TOTALS:</b>						27	30	33	33	7	11	30		171	\$35,015.00	\$0.00	0.0		

Date/Time	Action	Added by	Comment
04/06/22 11:01 AM	Sent To Rep	Charlene Whiteside	SEE LINE 15 FOR NA SPOT DUE TO TECH DIFF (FIRST :05 SEC DNA) - SEE LINE 58 FOR MG BOOKED. PLEASE TURN AROUND QUICKLY FOR OUR PUBLIC FILE

Makegood Comments