

ORDER



Orders
Order / Rev: 39174 - *new*
Alt Order #: 28392277
Product Desc: Political
Estimate: 1482
Flight Dates: 04/16/24 - 04/22/24
Original Date / Rev: 04/15/24 / 04/15/24
Order Type: GENERAL

WJFW-TV
Primary AE: KATZ WASHINGTON DC - R
Sales Office: KWDCR
Sales Region: National

Agency Name: Grassroots Media LLC - R
Buying Contact:
Billing Contact:
 146 Montgomery Ave
 Bala Cynwyd, PA 19004

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

Advertiser Name: POL/Tammy Baldwin for Senate
Demographic: A18+
Product Codes: Candidates
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: GEN-POL
Priority: P-01

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/22/24	35	\$8,750.00	\$7,437.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	35	\$8,750.00	\$7,437.50	0.00
Totals	35	\$8,750.00	\$7,437.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
KATZ WASHINGTON DC - R			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	WJFW	04/16/24	04/16/24	M-F Today Show Today Show I	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	-T-----	:30	2	\$150.00	P-02	0.00	NM	2	\$300.00
Today Show-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	-T-----			2		\$150.00		0.00				
N 2	WJFW	04/17/24	04/17/24	M-F Today Show Today Show I	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	--W----	:30	2	\$150.00	P-02	0.00	NM	2	\$300.00
Today Show-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	--W----			2		\$150.00		0.00				
N 3	WJFW	04/18/24	04/18/24	M-F Today Show Today Show I	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	---T---	:30	2	\$150.00	P-02	0.00	NM	2	\$300.00
Today Show-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	---T---			2		\$150.00		0.00				
N 4	WJFW	04/19/24	04/19/24	M-F Today Show Today Show I	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	----F--	:30	2	\$150.00	P-02	0.00	NM	2	\$300.00
Today Show-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	----F--			2		\$150.00		0.00				
N 5	WJFW	04/22/24	04/22/24	M-F Today Show Today Show I	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	M-----	:30	2	\$150.00	P-02	0.00	NM	2	\$300.00

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Advertiser: POL/Tammy Baldwin for Senate
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WJFW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Today Show-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	M-----		2				\$150.00		0.00			
N 6	WJFW	04/16/24	04/16/24	M-F 9a-10a Today Show III	CM	9:00 AM-10:00 AM (9:00 AM-10:00 AM)	-T-----	:30	2	\$125.00	P-02	0.00	NM	2	\$250.00
Today Third Hour-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	-T-----		2				\$125.00		0.00			
N 7	WJFW	04/17/24	04/17/24	M-F 9a-10a Today Show III	CM	9:00 AM-10:00 AM (9:00 AM-10:00 AM)	AM--W----	:30	2	\$125.00	P-02	0.00	NM	2	\$250.00
Today Third Hour-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	--W----		2				\$125.00		0.00			
N 8	WJFW	04/18/24	04/18/24	M-F 9a-10a Today Show III	CM	9:00 AM-10:00 AM (9:00 AM-10:00 AM)	AM---T---	:30	2	\$125.00	P-02	0.00	NM	2	\$250.00
Today Third Hour-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	---T---		2				\$125.00		0.00			
N 9	WJFW	04/19/24	04/19/24	M-F 9a-10a Today Show III	CM	9:00 AM-10:00 AM (9:00 AM-10:00 AM)	AM----F--	:30	2	\$125.00	P-02	0.00	NM	2	\$250.00
Today Third Hour-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	----F--		2				\$125.00		0.00			
N 10	WJFW	04/22/24	04/22/24	M-F 9a-10a Today Show III	CM	9:00 AM-10:00 AM (9:00 AM-10:00 AM)	AMM-----	:30	2	\$125.00	P-02	0.00	NM	2	\$250.00
Today Third Hour-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	M-----		2				\$125.00		0.00			
N 11	WJFW	04/16/24	04/16/24	M-F 430p-5p Jeopardy!	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	-T-----	:30	1	\$425.00	P-02	0.00	NM	1	\$425.00
Jeopardy!															
		<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	-T-----		1				\$425.00		0.00			
N 12	WJFW	04/17/24	04/17/24	M-F 430p-5p Jeopardy!	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	--W----	:30	1	\$425.00	P-02	0.00	NM	1	\$425.00
Jeopardy!															
		<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	--W----		1				\$425.00		0.00			
N 13	WJFW	04/18/24	04/18/24	M-F 430p-5p Jeopardy!	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	---T---	:30	1	\$425.00	P-02	0.00	NM	1	\$425.00
Jeopardy!															
		<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	---T---		1				\$425.00		0.00			
N 14	WJFW	04/19/24	04/19/24	M-F 430p-5p Jeopardy!	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	----F--	:30	1	\$425.00	P-02	0.00	NM	1	\$425.00
Jeopardy!															
		<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	----F--		1				\$425.00		0.00			
N 15	WJFW	04/22/24	04/22/24	M-F 430p-5p Jeopardy!	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	M-----	:30	1	\$425.00	P-02	0.00	NM	1	\$425.00
Jeopardy!															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	M-----		1				\$425.00		0.00			
N 16	WJFW	04/16/24	04/16/24	M-F 5p-530p News Newswatch 12 5p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	-T-----	:30	1	\$375.00	P-02	0.00	NM	1	\$375.00
Newswatch 12 5P															
		<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	-T-----		1				\$375.00		0.00			
N 17	WJFW	04/17/24	04/17/24	M-F 5p-530p News Newswatch 12 5p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	--W----	:30	1	\$375.00	P-02	0.00	NM	1	\$375.00
Newswatch 12 5P															

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WJFW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 18	WJFW	04/18/24	04/18/24	M-F 5p-530p News Newswatch 12 5p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	---T---	:30	1	\$375.00	P-02	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: 04/15/24	04/21/24	--W----		1				\$375.00		0.00			
N 19	WJFW	04/19/24	04/19/24	M-F 5p-530p News Newswatch 12 5p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	----F--	:30	1	\$375.00	P-02	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: 04/15/24	04/21/24	---T---		1				\$375.00		0.00			
N 20	WJFW	04/22/24	04/22/24	M-F 5p-530p News Newswatch 12 5p	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	M-----	:30	1	\$375.00	P-02	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: 04/15/24	04/21/24	----F--		1				\$375.00		0.00			
N 21	WJFW	04/16/24	04/16/24	M-F 6p-630p News Newswatch 12 6p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-T-----	:30	1	\$400.00	P-02	0.00	NM	1	\$400.00
		<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	-T-----		1				\$400.00		0.00			
N 22	WJFW	04/17/24	04/17/24	M-F 6p-630p News Newswatch 12 6p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	--W----	:30	1	\$400.00	P-02	0.00	NM	1	\$400.00
		<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	--W----		1				\$400.00		0.00			
N 23	WJFW	04/18/24	04/18/24	M-F 6p-630p News Newswatch 12 6p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	---T---	:30	1	\$400.00	P-02	0.00	NM	1	\$400.00
		<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	---T---		1				\$400.00		0.00			
N 24	WJFW	04/19/24	04/19/24	M-F 6p-630p News Newswatch 12 6p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	----F--	:30	1	\$400.00	P-02	0.00	NM	1	\$400.00
		<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	----F--		1				\$400.00		0.00			
N 25	WJFW	04/22/24	04/22/24	M-F 6p-630p News Newswatch 12 6p	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	M-----	:30	1	\$400.00	P-02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	M-----		1				\$400.00		0.00			
Totals													35	\$8,750.00	