

ORDER



WMLW-TV

Orders
Order / Rev: 456722
Alt Order #: 10772300
Product Desc: BIDEN FOR PRESIDENT
Estimate: 11597
Flight Dates: 04/09/24 - 04/15/24
Original Date / Rev: 04/05/24 / 04/08/24
Order Type: GENERAL

Primary AE: Nick Welte
Sales Office: HPHIL
Sales Region: NAT

Agency Name: Media Buying and Analytics
Buying Contact:
Billing Contact: A/P Media Buying
 2020 Howell Mill Road NW
 Atlanta, GA 30318

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

Advertiser Name: Poli/J Biden/D/Pre/US
Demographic: A35+
Product Codes: PL Candidate
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-3

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/15/24	13	\$1,300.00	\$1,105.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	13	\$1,300.00	\$1,105.00	0.00
Totals	13	\$1,300.00	\$1,105.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WMLW-TV	2%	\$1,300.00
Market	100%	\$65,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WDJT	21%	\$13,650.00
WISN	28%	\$18,200.00
WITI	29%	\$18,850.00
WPXE	0%	\$0.00
WTMJ	20%	\$13,000.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WMLW	04/09/24	04/09/24	M-F 9pm News M-F 9pm News - 1hr	CM	9p-930P (9:00 PM-9:30 PM)	- 1 - - - - -	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/09/24	04/15/24	- 1 - - - - -		1		\$100.00		0.00					
N 3	WMLW	04/11/24	04/11/24		CM	9p-930P	- - - 1 - - -	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00

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WMLW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9pm News											
				M-F 9pm News - 1hr	(9:00 PM-9:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/11/24	04/17/24	---1---	1	\$100.00	0.00								
N 5	WMLW	04/15/24	04/15/24	M-F 9pm News	CM	9p-930P	1-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				M-F 9pm News - 1hr	(9:00 PM-9:30 PM)										
		<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	\$100.00	0.00								
N 6	WMLW	04/09/24	04/09/24	M-F 9pm News	CM	930p-10P	-1-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				M-F 9pm News - 1hr	(9:30 PM-10:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/09/24	04/15/24	-1-----	1	\$100.00	0.00								
N 8	WMLW	04/11/24	04/11/24	M-F 9pm News	CM	930p-10P	---1---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				M-F 9pm News - 1hr	(9:30 PM-10:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/11/24	04/17/24	---1---	1	\$100.00	0.00								
N 10	WMLW	04/15/24	04/15/24	M-F 9pm News	CM	930p-10P	1-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				M-F 9pm News - 1hr	(9:30 PM-10:00 PM)										
		<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	\$100.00	0.00								
N 11	WMLW	04/13/24	04/13/24	Sat-Sun 9pm News	CM	9p-930P	-----2-	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
				Sat-Sun 9pm News - 1hr	(9:00 PM-9:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/13/24	04/19/24	-----2-	2	\$75.00	0.00								
N 12	WMLW	04/13/24	04/13/24	Sat-Sun 9pm News	CM	930p-10P	-----2-	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
				Sat-Sun 9pm News - 1hr	(9:30 PM-10:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/13/24	04/19/24	-----2-	2	\$75.00	0.00								
N 14	WMLW	04/10/24	04/10/24	Statewide Bucks PostGame	STATE	930-10p	--W----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				Statewide Bucks PostGame											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/08/24	04/14/24	--W----	1	\$300.00	0.00								
N 15	WMLW	04/14/24	04/14/24	Deer Wisconsin	CM	Sun 930a	-----S	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
				Deer Wisconsin											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/08/24	04/14/24	-----S	2	\$50.00	0.00								
													Totals	13	\$1,300.00