

ORDER



WMLW-TV

Orders
Order / Rev: 456492
 Alt Order #: 10771105
 Product Desc: BIDEN FOR PRESIDENT
 Estimate: 11583
 Flight Dates: 04/02/24 - 04/08/24
 Original Date / Rev: 04/01/24 / 04/02/24
 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: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/08/24	14	\$1,100.00	\$935.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	14	\$1,100.00	\$935.00	0.00
Totals	14	\$1,100.00	\$935.00	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	1%	\$1,100.00
Market	100%	\$110,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WDJT	20%	\$22,000.00
WISN	14%	\$15,400.00
WITI	40%	\$44,000.00
WPXE	0%	\$0.00
WTMJ	9%	\$9,900.00
WVTV	16%	\$17,600.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WMLW	04/04/24	04/04/24	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: 04/04/24	04/10/24	--- 1---		1		\$100.00		0.00					
N 4	WMLW	04/08/24	04/08/24		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:		04/08/24	04/14/24	1-----		1				\$100.00		0.00			
N 5	WMLW	04/02/24	04/02/24	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:		04/02/24	04/08/24	- 1-----		1				\$100.00		0.00			
N 7	WMLW	04/04/24	04/04/24	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:		04/04/24	04/10/24	--- 1---		1				\$100.00		0.00			
N 9	WMLW	04/06/24	04/06/24	Sat-Sun 9pm News	CM	9p-930P	----- 1-	:30	1	\$150.00	P-2	0.00	NM	1	\$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:		04/06/24	04/12/24	----- 1-		1				\$150.00		0.00			
N 10	WMLW	04/06/24	04/06/24	Sat-Sun 9pm News	CM	930p-10P	----- 1-	:30	1	\$150.00	P-2	0.00	NM	1	\$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:		04/06/24	04/12/24	----- 1-		1				\$150.00		0.00			
N 11	WMLW	04/03/24	04/05/24	Statewide Bucks PreGame	STATE	630-7p	-- W- F--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
				Statewide Bucks PreGame											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/01/24	04/07/24	-- W- F--		2				\$100.00		0.00			
N 12	WMLW	04/07/24	04/07/24	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:		04/01/24	04/07/24	----- S		2				\$50.00		0.00			
N 13	WMLW	04/03/24	04/05/24	CBS58 Morning News @7am	GM	7am-8am	-- WTF--	:30	3	\$25.00	P-3	0.00	NM	3	\$75.00
				CBS58 Morning News @7am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/01/24	04/07/24	-- WTF--		3				\$25.00		0.00			
N 14	WMLW	04/08/24	04/08/24	CBS58 Morning News @7am	GM	7am-8am	M-----	:30	1	\$25.00	P-3	0.00	NM	1	\$25.00
				CBS58 Morning News @7am											
		<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	M-----		1				\$25.00		0.00			
													Totals	14	\$1,100.00