

ORDER



WMLW-TV

Orders
Order / Rev: 456493
Alt Order #: 10771108
Product Desc: BIDEN FOR PRESIDENT
Estimate: 11584
Flight Dates: 04/02/24 - 04/08/24
Original Date / Rev: 04/01/24 / 04/01/24
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: POL

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	04/07/24	2	\$200.00	\$170.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	2	\$200.00	\$170.00	0.00
Totals	2	\$200.00	\$170.00	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%	\$200.00
Market	100%	\$20,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WDJT	20%	\$4,000.00
WISN	14%	\$2,800.00
WITI	40%	\$8,000.00
WPXE	0%	\$0.00
WTMJ	9%	\$1,800.00
WVTV	16%	\$3,200.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WMLW	04/07/24	04/07/24	Sun 10a-11a CBS58 Sunday Morning	CM	Sun 10a-11a	-----S	1:00	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	-----S		1		\$100.00		0.00					
N 4	WMLW	04/06/24	04/06/24		CM	Sat 5p-530p	-----S-	1:00	1	\$100.00	P-3	0.00	NM	1	\$100.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS 58 Wknd News 5p/5:											
				Sat News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/24	04/10/24	-----S-					1	\$100.00		0.00			
													Totals	2	\$200.00