

ORDER



Orders
Order / Rev: 1281823
Alt Order #: WOC14626726
Product Desc: 2024 President Elections
Estimate: 11650
Flight Dates: 04/19/24 - 04/21/24
Original Date / Rev: 04/18/24 / 04/18/24
Order Type: GENERAL

Primary AE: Christopher Murphy
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Media Buying and Analytics
Buying Contact:
Billing Contact:
 4355 Cobb Pkwy SE
 Atlanta, GA 30339

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

Advertiser Name: Biden/Democrat/President
Demographic: A35+
Product Codes: Federal Candidate,Presidential
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: DEF

New Business End:
Advertiser External ID: 255871
Agency External ID: 138770
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/21/24	10	\$495.00	\$420.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	10	\$495.00	\$420.75	0.00
Totals	10	\$495.00	\$420.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Murphy			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	WMYD	04/19/24	04/19/24	M-F 6-630am M-F 6-630am	CM	6:00 AM-6:30 AM	----1--	:30	1	\$25.00	P-3	0.00	NM	1	\$25.00
(Program: ICRIME-1<) 2Q24 COMSCORE (sell) - DETROIT - ACTUAL Feb/2023 Mo-Fr 6:00a-6:30a TIME PERIOD ON WMYD <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 \$25.00 0.00															
N 2	WMYD	04/19/24	04/19/24	M-F 7-9am News M-F 7-9am News	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	----1--	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
(Program: 7 ACTN NWS-MRN<) 2Q24 COMSCORE (sell) - DETROIT - ACTUAL Feb/2023 Mo-Fr 7:00a-9:00a TIME PERIOD ON WMYD <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 \$90.00 0.00															
N 3	WMYD	04/19/24	04/19/24	M-F 7-9am News M-F 7-9am News	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	----1--	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
(Program: 7 ACTN NWS-MRN<) 2Q24 COMSCORE (sell) - DETROIT - ACTUAL Feb/2023 Mo-Fr 7:00a-9:00a TIME PERIOD ON WMYD <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 \$75.00 0.00															
N 4	WMYD	04/19/24	04/19/24	M-F 11pm-12am M-F 11pm-12am	CM	11:00 PM-12:00 AM	XI----1--	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
(Program: LAW&ORD SVU MF<) 2Q24 COMSCORE (sell) - DETROIT - ACTUAL Feb/2023 Mo-Fr 11:00p-12:00a TIME PERIOD ON WMYD <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															

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Advertiser: Biden/Democrat/President
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WMYD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WMYD	04/19/24	04/19/24	M-F 12-1am M-F 12-1am	CM	12:00 XM-1:00 XM-	----1--	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
(Program: CHICAGO FIRE<) 2Q24 COMSCORE (sell) - DETROIT - ACTUAL Feb/2023 Mo-Fr 12:00a-1:00a TIME PERIOD ON WMYD															
		<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			\$75.00		0.00			
N 6	WMYD	04/19/24	04/19/24	M-F 1-2am M-F 1-2am	CM	1:00 XM-2:00 XM-	----1--	:30	1	\$25.00	P-3	0.00	NM	1	\$25.00
(Program: VARIOUS) 2Q24 COMSCORE (sell) - DETROIT - ACTUAL Feb/2023 Mo-Fr 1:00a-2:00a TIME PERIOD ON WMYD															
		<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			\$50.00		0.00			
N 7	WMYD	04/19/24	04/20/24	SA 11pm-12am SA 11pm-12am	CM	11:00 PM-12:00 XI-	-----1-	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
(Program: 911) 2Q24 COMSCORE (sell) - DETROIT - ACTUAL Feb/2023 Sat 11:00p-12:00a TIME PERIOD ON WMYD															
		<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			\$40.00		0.00			
N 8	WMYD	04/19/24	04/20/24	SA 12-1am SA 12-1am	CM	12:00 XM-1:00 XM-	-----1-	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
(Program: AVG. ALL WKS) 2Q24 COMSCORE (sell) - DETROIT - ACTUAL Feb/2023 Sat 12:00a-1:00a TIME PERIOD ON WMYD															
		<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			\$40.00		0.00			
N 9	WMYD	04/19/24	04/20/24	SA 1-2am SA 1-2am	CM	1:00 XM-2:00 XM-	-----1-	:30	1	\$25.00	P-3	0.00	NM	1	\$25.00
(Program: BLOODLN DETCTV) 2Q24 COMSCORE (sell) - DETROIT - ACTUAL Feb/2023 Sat 1:00a-2:00a TIME PERIOD ON WMYD															
		<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			\$25.00		0.00			
N 10	WMYD	04/19/24	04/21/24	SU 11pm-12am SU 11pm-12am	CM	11:00 PM-12:00 XI-	-----1	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
(Program: FORENSIC FACTR) 2Q24 COMSCORE (sell) - DETROIT - ACTUAL Feb/2023 Sun 11:00p-12:00a TIME PERIOD ON WMYD															
		<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			\$50.00		0.00			
													Totals	10	\$495.00