

# ORDER



**Orders**  
**Order / Rev:** 1278786  
**Alt Order #:** WOC14615253  
**Product Desc:** Political  
**Estimate:** 1475  
**Flight Dates:** 04/09/24 - 04/15/24  
**Original Date / Rev:** 04/08/24 / 04/08/24  
**Order Type:** GENERAL

**TODAY'S TMJ4**

**Primary AE:** Margie MacDonald  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** Grassroots Media  
**Buying Contact:**  
**Billing Contact:**  
 146 Montgomery Avenue  
 Bala Cynwyd, PA 19004

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

**Advertiser Name:** Baldwin/Democrat/US Senate  
**Demographic:** A35+  
**Product Codes:** Federal Candidate  
**Revenue Code 1:** DISC  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** P-3

**New Business End:**  
**Advertiser External ID:** 203123  
**Agency External ID:** 131043  
**Unit Code:** General  
**Order Separation:** 00:10:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/15/24	75	\$28,625.00	\$24,331.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	75	\$28,625.00	\$24,331.25	0.00
<b>Totals</b>	<b>75</b>	<b>\$28,625.00</b>	<b>\$24,331.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald	EWSDC	NAT	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	WTMJ	04/09/24	04/15/24	5-6am Daybreak Early 5-6am Daybreak Early	CM	5-6am	11111--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00												
(Program: TMJ4 NEWS TODAY 5AM) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023 <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 04/09/24</td> <td>04/15/24</td> <td>11111--</td> <td>5</td> <td>\$125.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 04/09/24	04/15/24	11111--	5	\$125.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 04/09/24	04/15/24	11111--	5	\$125.00	0.00																						
N 2	WTMJ	04/09/24	04/15/24	M-F 7-9am Today Show 7-9am Today Show	CM	7-9am	33333--	:30	15	\$400.00	P-3	0.00	NM	15	\$6,000.00												
(Program: TODAY SHOW) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023 <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 04/09/24</td> <td>04/15/24</td> <td>33333--</td> <td>15</td> <td>\$400.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 04/09/24	04/15/24	33333--	15	\$400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 04/09/24	04/15/24	33333--	15	\$400.00	0.00																						
N 3	WTMJ	04/09/24	04/15/24	M-F 12-1230p Live at Noon 12-1230p Live at Noon	CM	12-1230pm	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00												
(Program: LIVE AT 12-1P NEWS) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023 <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 04/09/24</td> <td>04/15/24</td> <td>11111--</td> <td>5</td> <td>\$200.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 04/09/24	04/15/24	11111--	5	\$200.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 04/09/24	04/15/24	11111--	5	\$200.00	0.00																						
N 4	WTMJ	04/09/24	04/15/24	M-F 3-4pm M-F 3-4pm	CM	3-4pm	11111--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00												
(Program: KELLY CLARKSON) 2Q24 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2023 Mo-Fr 3:00p-4:00p TIME PERIOD ON WTMJ <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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Order / Rev: 1278786  
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 Flight Dates: 04/09/24 - 04/15/24

Advertiser: Baldwin/Democrat/US Senate  
 Product Desc: Political  
 Estimate: 1475

TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WTMJ	04/09/24	04/14/24	SU 5-530pm Live at 5 SU 5-530pm Live at 5	CM	5-530pm	-----1	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
(Program: TMJ4 NEWS AT 5PM SUN) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023															
		<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	11111--			5		\$100.00		0.00				
N 6	WTMJ	04/09/24	04/13/24	SA 5-530pm Live at 5 SA 5-530pm Live at 5	CM	5-530pm	-----1-	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
(Program: TMJ4 NEWS AT 5PM SAT) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023															
		<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		\$375.00		0.00				
N 7	WTMJ	04/09/24	04/15/24	5-530pm Live at 5 News 5-530pm Live at 5 News	CM	5-530pm	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
(Program: TMJ4 NEWS AT 5PM) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023															
		<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	11111--			5		\$400.00		0.00				
N 8	WTMJ	04/09/24	04/15/24	M-F 4-5pm News M-F 4-5pm News	CM	4-5pm	11111--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
(Program: TMJ4 NEWS AT 4PM) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023															
		<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	11111--			5		\$225.00		0.00				
N 9	WTMJ	04/09/24	04/15/24	6-630pm Live at 6pm News 6-630pm Live at 6pm News	CM	6-630pm	11111--	:30	5	\$425.00	P-3	0.00	NM	5	\$2,125.00
(Program: TMJ4 NEWS AT 6PM) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023															
		<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	11111--			5		\$425.00		0.00				
N 10	WTMJ	04/09/24	04/15/24	M-F 4-5pm News M-F 4-5pm News	CM	4:30 PM-5:00 PM	11111--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
(Program: TMJ4 NEWS AT 4PM) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023															
		<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	11111--			5		\$300.00		0.00				
N 11	WTMJ	04/09/24	04/15/24	Milwaukee Tonight Milwaukee Tonight	CM	630-7pm	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
(Program: MILWAUKEE TONIGHT) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023															
		<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	11111--			5		\$400.00		0.00				
N 12	WTMJ	04/09/24	04/11/24	Thursday Prime B Thursday NBC Prime B	CM	8-9p/8-10p	---1---	:30	1	\$1,900.00	P-3	0.00	NM	1	\$1,900.00
(Program: LAW & ORDER SVU) 2Q24 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2023 Thu 8:00p-9:00p TIME PERIOD ON WTMJ															
		<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		\$1,900.00		0.00				
N 13	WTMJ	04/09/24	04/15/24	Tonight Show Tonight Show	CM	1035-1137pm	11111--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
(Program: TONITE SHW-NBC) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023															
		<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	11111--			5		\$300.00		0.00				
N 14	WTMJ	04/09/24	04/13/24	SA Live at 10pm News SA Live at 10pm News	CM	10-1030pm	-----1-	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
(Program: TMJ4 NEWS AT 10PM SAT) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023															
		<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		\$700.00		0.00				
N 15	WTMJ	04/09/24	04/14/24		CM	10-1035pm	-----1	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00

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TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				SU Live at 10pm News											
				SU Live at 10pm News											
				(Program: TMJ4 NEWS AT 10PM SUN)											
				2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023											
		<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				\$700.00		0.00			
N 16	WTMJ	04/09/24	04/15/24	M-F Live at 10pm News	CM	10-1035pm	11111--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
				M-F Live at 10pm News											
				(Program: TMJ4 NEWS AT 10PM)											
				2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023											
		<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	11111--		5				\$700.00		0.00			
N 17	WTMJ	04/09/24	04/14/24	SU Live at 10:30pm News	CM	1037-11pm	-----1	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				SU Live at 10:30pm News											
				(Program: TMJ4 NEWS AT 1030PM SUN)											
				2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023											
		<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				\$700.00		0.00			
N 18	WTMJ	04/09/24	04/13/24	Saturday Today Show	CM	7-9am	-----1-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				Saturday Today Show											
				(Program: SAT TODAY-NBC)											
				2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023											
		<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				\$250.00		0.00			
N 19	WTMJ	04/09/24	04/14/24	Sunday Today Show	CM	7-8am	-----1	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				Sunday Today Show											
				(Program: SUN TODAY-NBC)											
				2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023											
		<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				\$300.00		0.00			
N 20	WTMJ	04/09/24	04/13/24	Saturday Night Live	CM	1030pm-1205am	-----1-	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
				Saturday Night Live											
				(Program: SAT NITE LIVE)											
				2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023											
		<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				\$750.00		0.00			
N 21	WTMJ	04/09/24	04/14/24	Meet The Press	CM	8-9am	-----1	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				Meet The Press											
				(Program: MEET PRESS-SUN)											
				2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023											
		<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				\$700.00		0.00			
													Totals	75	\$28,625.00