

ORDER



Orders

Order / Rev:

1266791

Alt Order #:

WOC14538595

Product Desc:

Political

Estimate:

1430

Flight Dates:

03/19/24 - 03/25/24

Original Date / Rev:

03/18/24 / 03/18/24

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:

00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/25/24	31	\$10,450.00	\$8,882.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	31	\$10,450.00	\$8,882.50	0.00
Totals	31	\$10,450.00	\$8,882.50	0.00

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	03/19/24	03/25/24	6-7am Live at Daybreak	CM	6-7am	11111--	:30	5	\$125.00	P-6	0.00	NM	5	\$625.00
(Program: TMJ4 NEWS TODAY 6AM)															
1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/19/24	03/25/24	11111--			5			\$125.00		0.00			
N 2	WTMJ	03/19/24	03/25/24	M-F 7-9am Today Show	CM	7-9am	11111--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
(Program: TODAY SHOW)															
1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/19/24	03/25/24	11111--			5			\$300.00		0.00			
N 3	WTMJ	03/19/24	03/25/24	M-F 3-4pm	CM	3-4pm	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
(Program: KELLY CLARKSON)															
1Q24 COMSCORE (sell) - MILWAUKEE - ACTUAL Feb/2023 Mo-Fr 3:00p-4:00p 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:		03/19/24	03/25/24	11111--			5			\$200.00		0.00			
N 4	WTMJ	03/19/24	03/25/24	6-630pm Live at 6pm News	CM	6-630pm	11111--	:30	5	\$575.00	P-3	0.00	NM	5	\$2,875.00
(Program: TMJ4 NEWS AT 6PM)															
1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 1266791
Alt Order #: WOC14538595
Flight Dates: 03/19/24 - 03/25/24

Advertiser: Baldwin/Democrat/US Senate
Product Desc: Political
Estimate: 1430

TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 03/19/24		03/19/24	03/25/24	11111--			5		\$575.00	0.00							
N 5	WTMJ	03/19/24	03/25/24	Milwaukee Tonight Milwaukee Tonight	CM	630-7pm	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00		
(Program: MILWAUKEE TONIGHT)																	
1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 03/19/24		03/19/24	03/25/24	11111--			5		\$400.00	0.00							
N 6	WTMJ	03/19/24	03/25/24	M-F Live at 10pm News M-F Live at 10pm News	CM	10-1035pm	11111--	:30	5	\$350.00	P-6	0.00	NM	5	\$1,750.00		
(Program: TMJ4 NEWS AT 10PM)																	
1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 03/19/24		03/19/24	03/25/24	11111--			5		\$350.00	0.00							
N 7	WTMJ	03/19/24	03/24/24	SU Live at 10:30pm News SU Live at 10:30pm News	CM	1037-11pm	-----1	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00		
(Program: TMJ4 NEWS AT 1030PM SUN)																	
1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 03/18/24		03/18/24	03/24/24	-----1			1		\$700.00	0.00							
															Totals	31	\$10,450.00