\$33,125.00

\$33,125.00

77

100%

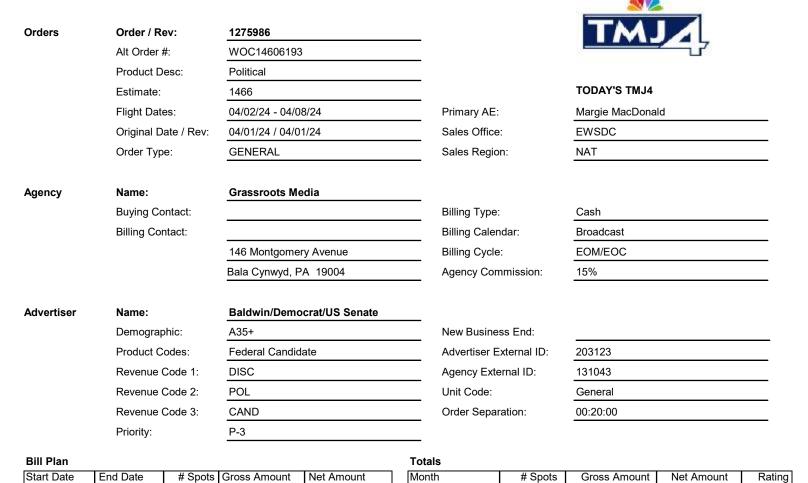
\$28,156.25

\$28,156.25

0.00

0.00

ORDER



April 2024

Totals

Start Of Order - End Of Order

04/01/24 04/08/24

Margie MacDonald

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %

\$28,156.25

\$33,125.00

NAT

77

EWSDC

Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	Гime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	WTMJ	04/02/24	1 04/08/24	5-6am Daybreak Ea	arly CM	5-6am	11111	- :30	5	\$125.00P-3	0.00 NM	5	\$625.00
	-			5-6am Daybreak E	arly								
			NEWS TOD	PAY 5AM) ILWAUKEE - Estima	ata hasad ur	on 2nd () 20°	23						
		rt Date	End Date		Spots/Week		Rating						
W	eek: 04/0		04/08/24	11111	5 5		0.00						
N 2	WTMJ	04/02/24	1 04/08/24	M-F 7-9am Today S	ShowCM	7-9am	33333	- :30	15	\$400.00P-3	0.00 NM	15	\$6,000.00
				7-9am Today Shov						,			, -,
			Y SHOW)										
				ILWAUKEE - Estima									
		rt Date	End Date		Spots/Week	Rate	Rating						
W	eek: 04/0	02/24	04/08/24	33333	15	\$400.00	0.00						
N 3	WTMJ	04/02/24	1 04/08/24	M-F 12-1230p Live	at NoCM	12-1230pm	11111	:30	5	\$200.00P-3	0.00 NM	5	\$1,000.00
				12-1230p Live at N	oon								
			T 12-1P NE			0-4 0 00	20						
				ILWAUKEE - Estima									
10.		rt Date	End Date		Spots/Week		Rating						
	eek: 04/0		04/08/24	11111	5	Ψ=00.00	0.00						
N 4	WTMJ	04/02/24	1 04/08/24	M-F 3-4pm	CM	3-4pm	11111	:30	5	\$100.00P-3	0.00 NM	5	\$500.00
	/D======	KELLY		M-F 3-4pm									
			CLARKSC	ILWAUKEE - ACTU	ΔΙ Μαν/202	3 Mo-Er 3:00r	5-4·00n TIME PE	ERIOD ON 1	Λ/TN/	ı			
		rt Date	End Date		Spots/Week	Rate	Rating		* * 1 IVIC	,			
	<u> </u>	L Date	Lilu Dale	vvcchuays c	ppoto/ v v c c k	Itale	ranny						

Print Date: 04/01/24 16:59:12 Page 2 of 3

Order / Rev: 1275986 Advertiser: Baldwin/Democrat/US Senate

Alt Order #: WOC14606193 Product Desc: Political TODAY'S TMJ4

Flight Dates: 04/02/24 - 04/08/24 Estimate: 1466

Start Date	Ln Ch Sta	art End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 5 WTMJ 040224 040924 ST 5PM SLN) 2024 COMSOCRE (soli) - MILWAUKEE - Estimate based upon 2nd 0 2023 Start Date End Date Weekdaws Sociat/Week Rate Rating Week 0401724 0400724 - S 500pm Live at 5 S 500pm												
Program: TMJ NEWS AT 5PM SUN 2024 COMSCORE (eel) - NILL WALKEE Estimate based upon 2nd Q 2023 \$8.65 apm Value 1.5 cm 2.00							:30	1	\$375.00P-3	0.00 NM	1	\$375.00
Salt Data End Data Multi-WalkEE Estimate based upon 2nd Q 2023 Salt Data Salt			SU 5-530pm Live		·				·			·
March Marc	\		- ,	mate based up	on 2nd Q 20	23						
N 6 WTMJ 04/02/24 04/06/24 SA 5-530pm Live at 5 CM 5-530pm												
Program: TMJ4 NEWS AT 5FM SAT			_	·			:30	1	\$375.00P-3	0.00 NM	1	\$375.00
Salf Data End Data	(Program: TN	414 NEWS AT	•	e at 5								
N William Address				mate based up	on 2nd Q 20	23						
N												
Characteristic Char				·			:30	5	\$400.00P-3	0.00 NM	5	\$2,000.00
Start Date Fard Date Start Date Star	(Dragram: Th		•	5 News								
N 8 WTM 04/02/24 04/08/24 11111 5 \$40.00 0.00				mate based up	on 2nd Q 20	23						
N 8 WTMJ 04/02/24 04/08/24 M-F 4-5pm News Week-04/02/24 04/08/24 M-F 4-5pm News (Program: TMJA NEWS AT 4PM) 2024 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023 Start Date End Date Week-04/02/24 04/08/24 M-F 4-5pm News (Program: TMJA NEWS AT 4PM) 2024 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023 Week-04/02/24 04/08/24 M-F 4-5pm News (Program: TMJA NEWS AT 6PM) 2024 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023 Start Date End Date Week-04/02/24 04/08/24 M-F 4-5pm News (Program: TMJA NEWS AT 6PM) 2024 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023 Start Date End Date Week-04/02/24 04/08/24 M-F 4-5pm News (A30 PMS-500 PM) 11111- 30 5 \$300,00P-3 0.00 NM 5 \$1,500,00 Program: TMJA NEWS AT 4PM) 2024 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023 Start Date End Date Week-04/02/24 04/08/24 M-F 4-5pm News (A30 PMS-500 PM) 11111- 30 5 \$400,00P-3 0.00 NM 5 \$1,500,00 N11 WTMJ 04/02/24 04/08/24 Milwaukee Tonight CM 630-7pm 11111- 30 5 \$400,00P-3 0.00 NM 5 \$2,000,00 N11 WTMJ 04/02/24 04/08/24 Milwaukee Tonight CM 630-7pm 11111- 30 5 \$400,00P-3 0.00 NM Milwaukee Tonight CM 630-7pm 11111- 30 5 \$400,00P-3 0.00 NM Milwaukee Tonight CM 630-7pm 11111- 30 5 \$400,00P-3 0.00 NM Milwaukee Tonight CM 630-7pm 11111- 30 5 \$400,00P-3 0.00 NM Milwaukee Tonight CM 630-7pm 11111- 30 5 \$400,00P-3 0.00 NM Milwaukee Tonight CM 630-7pm 11111- 30 5 \$400,00P-3 0.00 NM Milwaukee Tonight CM 630-7pm 11111- 30 5 \$400,00P-3 0.00 NM Milwaukee Tonight CM 630-7pm 11111- 30 5 \$400,00P-3 0.00 NM Milwaukee Tonight CM 630-7pm 11111- 30 5 \$400,00P-3 0.00 NM 1 \$2,000,00 NM Milwaukee Tonight CM 630-7pm 11111- 30 5 \$400,00P-3 0.00 NM Milwaukee Tonight CM 630-7pm 11111- 30 5 \$400,00P-3 0.00 NM Milwaukee Tonight CM 630-7pm 11111- 30 5 \$400,00P-3 0.00 NM 1 \$2,000,00 NM Milwaukee Tonight CM 630-7pm 11111- 30 5 \$400,00P-3 0.00 NM Milwaukee Tonight CM 640-7pm N 11111- 30 5 \$400,00P-3 0.00 NM 1 \$2,000,00 NM Milwaukee Tonight CM 640-7pm N 11111- 30 5 \$400,00P-3 0.00 NM Milwaukee To												
Program: TMJA NEWS AT 4PM Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Spots/We							:30	5	\$225.00P-3	0.00 NM	5	\$1,125.00
Start Date End Date Meek August Spots/Week Rate Rating	(Dragram: Th		•	3								
N 9 WTMJ 04/02/24				mate based up	on 2nd Q 20	23						
N 9 WTMJ 04/02/24 04/08/24 6-630pm Live at 6pm News 6-630pm 11111 :30 5 \$425.00-3 0.00 NM 5 \$2,125.00 6-630pm Live at 6pm News (Program: TMJ4 NEWS AT 6PM) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023 Start Date End Date Weeks (M02/24 04/08/24 11111 5 \$425.00 0.00 NT 0 WTMJ 04/02/24 04/08/24 11111 5 \$425.00 0.00 NF 4-5pm News (4:30 PM-5:00 PM) 11111 :30 5 \$300.00P-3 0.00 NM 5 \$1,500.00 WF (Program: TMJ4 NEWS AT 4PM) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023 Start Date End Date Weeksdays Spots/Week Rate Rating (4:30 PM-5:00 PM) N11 WTMJ 04/02/24 04/08/24 11111 5 \$300.00 0.00 N11 WTMJ 04/02/24 04/08/24 1111 5 \$300.00 0.00 N11 WTMJ 04/02/24 04/08/24 11111 5 \$300.00 0.00 N12 WEEK 04/02/24 04/08/24 11111 5 \$300.00 0.00 N12 WTMJ 04/02/24 04/08/24 11111 5 \$400.00 0.00 N13 WTMJ 04/02/24 04/08/24 1111 5 \$400.00 0.00 N13 WTMJ 04/02/24 04/08/24 11 1 \$5.00 0.00 N13 WTMJ 04/02/24 04/08/24 11 1 \$5.00 0.00 0.00 N13 WTMJ 04/02/24 04/08/24 1 1 \$5.000.00 0.00 N14 WTMJ 04/02/24 04/08/24 1 1 \$5.000.00 0.00 N14 WTMJ 04/02/24 04/08/24 1 1 \$5.000.00 0.00 N15 WEEKS 04/03/24 04/08/24 1 1 \$5.000.00 0.00 N16 WEEKS 04/03/24 04/08/24 1 1 \$5.000.00 0.00 N17 WEEKS 04/03/24 04/08/24 04/08/24 1 1 \$5.000.00 0.00 N18 WTMJ 04/02/24 04/08/24 04/08/24 04/08/24 04/08/24 04/08/24 04/08/24 04/08/24 04/08/24 04												
Program: TMJ NEWS AT 6PM Seeking Milw MUKEE Estimate based upon 2nd Q 2023							:30	5	\$425.00P-3	0.00 NM	5	\$2,125.00
Start Date End Date Weekdays Spots/Week Rate Rating O.00			6-630pm Live at	•	·							
Week: 04/02/24				mate based up	on 2nd Q 20	23						
N 10 WTMJ 04/02/24 04/08/24 M-F 4-5pm News												
Program: TMJ NEWS AT 4PM 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023 Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/08/24 04/08/24 11111- S \$300.00 0.00							:30	5	\$300.00P-3	0.00 NM	5	\$1,500.00
Start Date Sell Milwauker Septismate	(Program: TN	414 NEWS AT	•	3	(4:30 PM-5:	00 PM)						
Neek: 04/02/24 04/08/24				mate based up	on 2nd Q 20	23						
N11 WTMJ 04/02/24 04/08/24 Milwaukee Tonight CM 630-7pm 11111 :30 5 \$400.00P-3 0.00 NM 5 \$2,000.00												
Program: MILWAUKEE TONIGHT 2024 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023							:30	5	\$400.00P-3	0.00 NM	5	\$2,000.00
Start Date	(Program: M	I WALKEE TO		ht								
Week: 04/02/24				mate based up	on 2nd Q 20	23						
N12 WTMJ 04/02/24 04/08/24 Monday Prime A CM 7-8p/7-9p 1 :30 1 \$2,000.00 P-3 0.00 NM 1 \$2,000.00												
CProgram: THE VOICE MON 2024 2024 COMSCORE (sell) - MILWAUKEE - Estimate is based on The Voice Sep22-Dec22 Start Date End Date Weekdays Spots/Week Rate Rating Rating National Prince Nation							:30	1	\$2,000.00P-3	0.00 NM	1	\$2,000.00
2Q24 COMSCORE (sell) - MILWAÚKEE - Estimate is based on The Voice Sep22-Dec22 Start Date End Date Weekdays Spots/Week Rate Rating	(Program: Th	JE VOICE MON	•	me A								
Week: 04/02/24 04/08/24 1 1 \$2,000.00 0.00 N 13 WTMJ 04/02/24 04/04/24 Thursday Prime B CM 8-9p/8-10p1 30 1 \$1,900.00 P-3 0.00 NM 1 \$1,900.00 P-3 0.00 NM Thursday NBC Prime B (Program: LAW & Date (Program: LAW & Date (Program: Call Call Call Call Call Call Call Cal				mate is based	on The Voice	e Sep22-Dec22						
N 13 WTMJ 04/02/24 04/04/24 Thursday Prime B CM 8-9p/8-10p1 :30 1 \$1,900.00 P-3 0.00 NM Thursday NBC Prime B (Program: LAW & amp; ORDER SVU) 2Q24 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2023 Thu 8:00p-9:00p TIME PERIOD ON WTMJ Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/01/24 04/07/241 1 \$1,900.00 0.00 N 14 WTMJ 04/02/24 04/03/24 Wednesday Prime C CM 9-10pm1 :30 1 \$2,500.00P-3 0.00 NM 1 \$2,500.00 Wednesday NBC Prime C (Program: CHICAGO PD) 2Q24 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2023 Wed 9:00p-10:00p TIME PERIOD ON WTMJ Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/01/24 04/07/241 1 \$2,500.00 0.00												
(Program: LAW & amp; ORDER SVU) 2Q24 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2023 Thu 8:00p-9:00p TIME PERIOD ON WTMJ Start Date Week: 04/01/24 End Date Meekadays Spots/Week Spots/Week Rate Pating Rating Rating Week: 04/01/24 04/07/24 1 1 \$1,900.00 N14 WTMJ 04/02/24 04/03/24 Wednesday Prime C CM P-10pm1 30 1 \$2,500.00 P-3 0.00 NM 1 \$2,500.00 Wednesday NBC Prime C (Program: CHICAGO PD) 2Q24 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2023 Wed 9:00p-10:00p TIME PERIOD ON WTMJ Start Date End Date Weekdays Weekdays Spots/Week Rate Rating Rate Rating Week: 04/01/24 04/07/241 1 \$2,500.00 0.00							:30	1	\$1,900.00P-3	0.00 NM	1	\$1,900.00
2Q24 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2023 Thu 8:00p-9:00p TIME PERIOD ON WTMJ Start Date Week: 04/01/24 End Date O4/07/24 Weekdays Spots/Week Pate Rating Now	(Program: L/	W Samp: OPE		rime B								
Week: 04/01/24 04/07/24 1 1 \$1,900.00 0.00 N 14 WTMJ 04/02/24 04/03/24 Wednesday Prime C CM Wednesday Prime C CM Wednesday NBC Prime C (Program: CHICAGO PD) 9-10pm1 :30 1 \$2,500.00 P-3 0.00 NM 1 \$2,500.00 P-3 0.00 NM 2Q24 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2023 Wed 9:00p-10:00p TIME PERIOD ON WTMJ Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/01/24 04/07/241 Rating Neek: 04/01/24 04/07/241			/IILWAUЌEE - ACT	UAL May/202	3 Thu 8:00p-	9:00p TIME PERIO	TW NO DC	MJ				
N 14 WTMJ 04/02/24 04/03/24 Wednesday Prime C CM 9-10pm1 :30 1 \$2,500.00 P-3 0.00 NM Wednesday NBC Prime C (Program: CHICAGO PD) 2Q24 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2023 Wed 9:00p-10:00p TIME PERIOD ON WTMJ Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/07/24 04/07/241 1 \$2,500.00 0.00												
(Program: CHICAGO PD) 2Q24 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2023 Wed 9:00p-10:00p TIME PERIOD ON WTMJ Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/01/24 04/07/241 1 \$2,500.00 0.00							:30	1	\$2,500.00P-3	0.00 NM	1	\$2,500.00
2Q24 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2023 Wed 9:00p-10:00p TIME PERIOD ON WTMJ Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/01/24 04/07/241 1 \$2,500.00 0.00	(Program: Cl	HICAGO PD)	Wednesday NBC	Prime C								
Week: 04/01/24 04/07/241 1 \$2,500.00 0.00				UAL May/202	3 Wed 9:00p	-10:00p TIME PER	RIOD ON W	VTM	J			
1 \$2,500.00												
N15 WTMJ 04/02/24 04/08/24 CM 1035-1137pm 11111 :30 5 \$300.00P-3 0.00 NM 5 \$1,500.00				CM	1035-1137 _p		:30	5	\$300.00P-3	0.00 NM	5	\$1,500.00

Print Date: 04/01/24 16:59:12 Page 3 of 3

Order / Rev: 1275986 Advertiser: Baldwin/Democrat/US Senate

Alt Order #: WOC14606193 Product Desc: Political TODAY'S TMJ4

Flight Dates: 04/02/24 - 04/08/24 Estimate: 1466

Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	s I	Len Spot	s	Rate Pri	Rta Type	Spots	Amount
			Tonight Show										
			Tonight Show										
		TE SHW-NE RF (sell) - M	BC) IILWAUKEE - Estima	ate hased ur	on 2nd O 20	23							
_	rt Date	End Date		Spots/Week	Rate	Rating						Ī	
Week: 04/		04/08/24	11111	5	\$300.00	0.00							
N 16 WTMJ	04/02/2	24 04/06/24	SA Live at 10pm N	ews CM	10-1030pm		1-	:30	1	\$700.00P-3	0.00 NM	1	\$700.00
			SA Live at 10pm N	ews									
		NEWS AT	10PM SAT) IILWAUKEE - Estima	ate hased ur	on 2nd O 20	23							
	rt Date	End Date		Spots/Week	Rate	Rating							
Week: 04/	01/24	04/07/24	1-	1	\$700.00	0.00							
N 17 WTMJ	04/02/2	24 04/07/24	SU Live at 10pm N	ews CM	10-1035pm		-1	:30	1	\$700.00P-3	0.00 NM	1	\$700.00
(D	TN414	NEWO AT	SU Live at 10pm N	ews									
		NEWS AT (RF (sell) - M	าบคพ รบท) IILWAUKEE - Estima	ate based un	on 2nd Q 20	23							
	rt Date	End Date		Spots/Week	Rate	Rating							
Week: 04/	01/24	04/07/24	1	1	\$700.00	0.00							
N 18 WTMJ	04/02/2	24 04/08/24	M-F Live at 10pm N	lews CM	10-1035pm	11111		:30	5	\$700.00P-3	0.00 NM	5	\$3,500.00
(Dra gray	m. TM 14	NEWS AT	M-F Live at 10pm I	News									
		NEWS AT ' RE (sell) - M	тоРм) IILWAUKEE - Estima	ate based up	on 2nd Q 20	23							
	rt Date	End Date		Spots/Week	Rate	Rating							
Week: 04/	02/24	04/08/24	11111	5	\$700.00	0.00							
N 19 WTMJ	04/02/2	24 04/07/24	SU Live at 10:30pm		1037-11pm		-1	:30	1	\$700.00P-3	0.00 NM	1	\$700.00
(Program	m: TM.I4	NEWS AT	SU Live at 10:30pr 1030PM SUN)	n News									
			IILWAUKEE - Estima	ate based up	on 2nd Q 202	23							
<u>Sta</u>	rt Date	End Date		Spots/Week	Rate	Rating							
Week: 04/		04/07/24	1	1	\$700.00	0.00			_				
N20 WTMJ	04/02/2	24 04/06/24	Saturday Today Sh Saturday Today Sh		7-9am		1-	:30	1	\$250.00P-3	0.00 NM	1	\$250.00
(Prograi	m: SAT	TODAY-NBC	, ,	iow									
			IÍLWAUKEE - Estima	ate based up	on 2nd Q 202	23							
	rt Date	End Date		Spots/Week	Rate	Rating							
Week: 04/		04/07/24	1-	1	\$250.00	0.00			_	*****	0.00.1114		# 000 00
N21 WTMJ	04/02/2	24 04/07/24	Sunday Today Sho Sunday Today Sho		7-8am		-1	:30	1	\$300.00P-3	0.00 NM	1	\$300.00
(Prograi	m: SUN	TODAY-NB(, ,	, v v									
2Q24 C	OMSCO	RE (sell) - M	IILWAUKEE - Estima	ate based up	on 2nd Q 202	23							
				Spots/Week		Rating							
Week: 04/		04/07/24	Saturday Night Live	1 CM	\$300.00	0.00)5am	1	:30	1	\$750.00P-3	0.00 NM	4	\$750.00
IN ZZ VV I IVIJ	04/02/2	24 04/00/24	Saturday Night Live Saturday Night Live		1030piii-120	Joann	т-	.30	1	φ/30.00F-3	U.UU INIVI	'	\$750.00
		NITE LIVE)											
			IILWAUKEE - Estima		_								
<u>Sta</u> Week: 04/	rt Date	End Date 04/07/24	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$750.00	Rating 0.00							
N 23 WTMJ				CM	8-9am		-1	:30	1	\$700.00P-3	0.00 NM	1	\$700.00
1120 111110	0 170272	0 1/01/21	Meet The Press	Oiii	o oum		_	.00	•	φτου.σστ σ	0.00 1111	•	ψ1 00.00
		PRESS-SU	JN)		0 10 55								
		, ,	IILWAUKEE - Estima		_								
Sta Week: 04/	<u>rt Date</u> 01/24	End Date 04/07/24	Weekdays S	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00							
VV 56N. U4/	U 1/4	07/01/24		ı	ψι 00.00	0.00							