## **ORDER**



Orders	Order / Rev:	1288121	<u></u>	IMJA
	Alt Order #:	WOC14649089		
	Product Desc:	Political		
	Estimate:	1542		TODAY'S TMJ4
	Flight Dates:	05/14/24 - 05/20/24	Primary AE:	Margie MacDonald
	Original Date / Rev:	05/13/24 / 05/13/24	Sales Office:	EWSDC
	Order Type:	GENERAL	Sales Region:	NAT
Agency	Name:	Grassroots Media		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		146 Montgomery Avenue	Billing Cycle:	EOM/EOC
		Bala Cynwyd, PA 19004	Agency Commission:	15%
Advertiser	Name:	Baldwin/Democrat/US Senate		
	Demographic:	A35+	New Business End:	
	Product Codes:	Federal Candidate	Advertiser External ID:	203123
	Revenue Code 1:	DISC	Agency External ID:	131043
	Revenue Code 2:	POL	Unit Code:	General
	Revenue Code 3:	CAND	Order Separation:	00:10:00
	Priority:	P-3	_	
Bill Plan			Totals	

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
04/29/24	05/20/24	74	\$26,725.00	\$22,716.25	May 2024	74	\$26,725.00	\$22,716.25	0.00
					Totals	74	\$26,725,00	\$22,716,25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald			Start Of Order - End Of Order	100%

	Ch.	C44	F al	Inventory Co.	la Duank	C+= ::+/[-:= -l	Time Dave	l C	-4-	Data Dei	Dta Tura	04-	A
Ln	Ch	Start	End	Inventory Cod		Start/End	•	Len Sp			Rtg Type	•	Amount
N 1	WTMJ	05/14/24	05/20/24	M-F 7-9am Too	•	7-9am	33333	:30	15	\$400.00P-3	0.00 NM	15	\$6,000.00
	-			7-9am Today S	Show								
		m: TODA\		\A/A   /EE		0 0 00	100						
					stimate based up								
	_		End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
	/eek: 05/		05/20/24	33333	15	\$400.00	0.00						
N 2	WTMJ	05/14/24	05/20/24	M-F 12-1pm Ne	ews ROT CM	12-1pm	11111	:30	5	\$200.00P-3	0.00 NM	5	\$1,000.00
				12-1pm News	ROT								
	`		T 12-1P NE	,									
			, ,		stimate based up								
	<u>Sta</u>		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
W	/eek: 05/	14/24	05/20/24	11111	5	\$200.00	0.00						
N 3	WTMJ	05/14/24	05/20/24	M-F 3-4pm	CM	3-4pm	11111	:30	5	\$100.00P-3	0.00 NM	5	\$500.00
				M-F 3-4pm									
	`		CLARKSO	,									
	2Q24 C	OMSCOR	E (sell) - M	ILWAUKEE - AC	CTUAL May/2023	3 Mo-Fr 3:00	p-4:00p TIME PE	RIOD ON	WTMJ				
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
W	/eek: 05/	14/24	05/20/24	11111	5	\$100.00	0.00						
N 4	WTMJ	05/14/24	05/20/24	M-F 4-5pm Nev	vs CM	4-5pm	11111	:30	5	\$225.00P-3	0.00 NM	5	\$1,125.00
				M-F 4-5pm Ne	WS								
			NEWS AT 4										
	2Q24 C	OMSCOR	E (sell) - M	ILWAUKEE - Es	stimate based up	on 2nd Q 20	)23						
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						

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Order / Rev: 1288121 Advertiser: Baldwin/Democrat/US Senate

Alt Order #: WOC14649089 Product Desc: Political TODAY'S TMJ4

Flight Dates: 05/14/24 - 05/20/24 Estimate: 1542

Ln Ch Start End Inventory C	Code Break Start/E	ind Time Days	Len Spots	s Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 05/14/24 05/20/24 11111	<u>Spots/Week</u> <u>Ra</u> 5 \$225	ate Rating 00 0.00					
N 5 WTMJ 05/14/24 05/20/24 M-F 4-5pm N		11111	:30	5 \$300.00P-3	0.00 NM	5	\$1,500.00
M-F 4-5pm (Program: TMJ4 NEWS AT 4PM)	News (4:30 P	M-5:00 PM)					
2Q24 COMSCORE (sell) - MILWAUKEE -							
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 05/14/24 05/20/24 11111	Spots/Week Ra 5 \$300	ate <u>Rating</u> 00 0.00					
N 6 WTMJ 05/14/24 05/19/24 SU 5-530pm	Live at 5 CM 5-530p		. :30	1 \$375.00P-3	0.00 NM	1	\$375.00
SU 5-530pn (Program: TMJ4 NEWS AT 5PM SUN)	ı Live at 5						
2Q24 COMSCORE (sell) - MILWAUKÉE -	·						
Start Date End Date Weekdays Week: 05/13/24 05/19/241	<u>Spots/Week</u> <u>Ra</u> 1 \$375	a <u>te Rating</u> 00 0.00					
N 7 WTMJ 05/14/24 05/18/24 SA 5-530pm		m1-	:30	1 \$375.00P-3	0.00 NM	1	\$375.00
SA 5-530pn (Program: TMJ4 NEWS AT 5PM SAT)							
2Q24 COMSCORE (sell) - MILWAUKÉE - Start Date End Date Weekdays		Q 2023 ate Rating					
Week: 05/13/24 05/19/241-	1 \$375						
N 8 WTMJ 05/14/24 05/20/24 5-530pm Liv	e at 5 NewsCM 5-530p ve at 5 News	m 11111	:30	5 \$400.00P-3	0.00 NM	5	\$2,000.00
(Program: TMJ4 NEWS AT 5PM)							
2Q24 COMSCORE (sell) - MILWAUKEE - Start Date End Date Weekdays	·	Q 2023 ate Rating					
Week: 05/14/24 05/20/24 11111	5 \$400						
•	e at 6pm Ne  M  6-630p  ve at 6pm News	m 11111	:30	5 \$425.00P-3	0.00 NM	5	\$2,125.00
(Program: TMJ4 NEWS AT 6PM)	·	2 2022					
2Q24 COMSCORE (sell) - MILWAUKEE - Start Date End Date Weekdays		ate <u>Rating</u>					
Week: 05/14/24 05/20/24 111111	5 \$425			- 4400.000.0	0.00.111.6	_	40.000.00
N 10 WTMJ 05/14/24 05/20/24 Milwaukee T Milwaukee T	•	m 11111	:30	5 \$400.00P-3	0.00 NM	5	\$2,000.00
(Program: MILWAUKEE TONIGHT) 2Q24 COMSCORE (sell) - MILWAUKEE -	Estimate hased upon 2nd (	<b>7 2023</b>					
Start Date End Date Weekdays	·	ate Rating					
Week: 05/14/24 05/20/24 111111	5 \$400		-20	4	0.00 NIM	4	ф <del>7</del> 00 00
N 11 WTMJ 05/14/24 05/18/24 SA Live at 1 SA Live at 1	•	Opm1-	:30	1 \$700.00P-3	0.00 NM	1	\$700.00
(Program: TMJ4 NEWS AT 10PM SAT) 2Q24 COMSCORE (sell) - MILWAUKEE -	Estimate based upon 2nd (	O 2023					
Start Date End Date Weekdays	Spots/Week Ra	ate <u>Rating</u>					
Week: 05/13/24 05/19/241- N12 WTMJ 05/14/24 05/19/24 SU Live at 1	1 \$700 0pm News CM 10-103		. :30	1 \$700.00P-3	0.00 NM	1	\$700.00
SU Live at 1	•	эрm <u>т</u>	50	η φτου.σστ -σ	0.00 14101	'	Ψ100.00
(Program: TMJ4 NEWS AT 10PM SUN) 2Q24 COMSCORE (sell) - MILWAUKEE -	Estimate based upon 2nd (	Q 2023					
Start Date End Date Weekdays		ate Rating					
Week: 05/13/24	1 \$700 10pm News CM 10-103		:30	5 \$700.00P-3	0.00 NM	5	\$3,500.00
M-F Live at	•			***************************************		-	<b>+</b> -,
(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> Week: 05/14/24 05/20/24 11111		ate Rating					
Week: 05/14/24	5 \$700 0:30pm NewGM 1037-1		. :30	1 \$700.00P-3	0.00 NM	1	\$700.00
SU Live at 1	0:30pm News						
(Program: TMJ4 NEWS AT 1030PM SUN 2Q24 COMSCORE (sell) - MILWAUKEE -		Q 2023					
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 05/13/24 05/19/241	<u>Spots/Week</u> <u>Ra</u> 1 \$700	ate <u>Rating</u> 00 0.00					
1130K. 00/10/27 00/10/27 1	ι ψ100.	0.00					

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Totals

74

\$26,725.00

Order / Rev: 1288121 Advertiser: Baldwin/Democrat/US Senate

Alt Order #: WOC14649089 Product Desc: Political TODAY'S TMJ4

Flight Dates: 05/14/24 - 05/20/24 Estimate: 1542

Saturday Night Live  (Program: SAT NITE LIVE) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023  Start Date End Date Weekdays Spots/Week Rate Rating Week: 05/13/24 05/19/241 1 \$750.00 0.00  N17 WTMJ 05/14/24 05/20/24 5-6am Daybreak Early CM 5-6am 11111 :30 5 \$125.00P-3 0.00 NM 5 \$62  5-6am Daybreak Early  (Program: TMJ4 NEWS TODAY 5AM) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023  Start Date End Date Weekdays Spots/Week Rate Rating	Ln Ch Start	t End	Inventory Code	Break	Start/End	Time [	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
(Program: TONITE SHW-NBC) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023  Start Date End Date Weekdays Spots/Week Rate Rating Week: 05/14/24 05/20/24 11111- 5 \$300.00 0.00  N 16 WTMJ 05/14/24 05/20/24 Saturday Night Live CM 1030pm-1205am1 :30 1 \$750.00P-3 0.00 NM 1 \$75  Saturday Night Live (Program: SAT NITE LIVE) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023  Start Date End Date Weekdays Spots/Week Rate Rating Week: 05/13/24 05/19/241 1 \$750.00 0.00  N 17 WTMJ 05/14/24 05/20/24 5-6am Daybreak Early CM 5-6am 11111 :30 5 \$125.00P-3 0.00 NM 5 \$62  5-6am Daybreak Early (Program: TMJ4 NEWS TODAY 5AM) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023  Start Date End Date Weekdays Spots/Week Rate Rating			Tonight Show					•			0 71	•	
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating													
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating				aata baaad uu	on 2nd 0 20	100							
Week: 05/14/24       05/20/24       11111       5       \$300.00       0.00         N 16 WTMJ 05/14/24 05/18/24 Saturday Night Live CM 1030pm-1205am1 :30 1 \$750.00P-3 0.00 NM         Saturday Night Live         (Program: SAT NITE LIVE)         2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023         Start Date End Date Weekdays Spots/Week Rate Rating         Week: 05/13/24 05/19/241 1 \$750.00 0.00         N17 WTMJ 05/14/24 05/20/24 5-6am Daybreak Early CM 5-6am 11111 :30 5 \$125.00P-3 0.00 NM 5         5-6am Daybreak Early         (Program: TMJ4 NEWS TODAY 5AM)         2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023         Start Date End Date Weekdays Spots/Week Rate Rating												ı	
N 16 WTMJ													
Saturday Night Live  (Program: SAT NITE LIVE) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023  Start Date End Date Weekdays Spots/Week Rate Rating Week: 05/13/24 05/19/241 1 \$750.00 0.00  N17 WTMJ 05/14/24 05/20/24 5-6am Daybreak Early CM 5-6am 11111 :30 5 \$125.00P-3 0.00 NM 5 \$62  5-6am Daybreak Early (Program: TMJ4 NEWS TODAY 5AM) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023  Start Date End Date Weekdays Spots/Week Rate Rating								.30	1	\$750 00 P_3	0.00 NM	1	\$750.00
(Program: SAT NITE LIVE)         2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023         Start Date       End Date       Weekdays       Spots/Week       Rate       Rating         Week: 05/13/24       05/19/24      1-       1 \$750.00       0.00         N17 WTMJ       05/14/24       05/20/24       5-6am Daybreak Early       CM       5-6am       11111       :30       5 \$125.00P-3       0.00 NM       5 \$62         5-6am Daybreak Early         (Program: TMJ4 NEWS TODAY 5AM)       2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023         Start Date       End Date       Weekdays       Spots/Week       Rate       Rating	14 10 44 11410 03/14/	24 03/10/24	, ,		1000piii-12	Joseffi	_	.00	•	ψ7 30.001 -3	0.00 14101	'	ψ1 30.00
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 05/13/24         05/19/24        1-         1 \$750.00         0.00           N 17 WTMJ         05/14/24         05/20/24         5-6am Daybreak Early         5-6am Daybreak Early           (Program: TMJ4 NEWS TODAY 5AM)         2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023         Start Date         End Date         Weekdays         Spots/Week         Rate         Rating	(Program: SAT	NITE LIVE)	cataraay riigini <u>-</u> .										
Week: 05/13/24       05/19/24      1-       1 \$750.00       0.00         N17 WTMJ 05/14/24 05/20/24 5-6am Daybreak Early CM 5-6am 11111       :30 5 \$125.00P-3 0.00 NM 5 \$62 5-6am Daybreak Early (Program: TMJ4 NEWS TODAY 5AM)       5 (Program: TMJ4 NEWS TODAY 5AM)         2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023       Start Date End Date Weekdays Spots/Week Rate Rating	2Q24 COMSC	ORE (sell) - N	IILWAUKEE - Estin	nate based up	on 2nd Q 20	23							
N 17 WTMJ 05/14/24 05/20/24 5-6am Daybreak Early CM 5-6am 11111 :30 5 \$125.00 P-3 0.00 NM 5 \$62 5-6am Daybreak Early (Program: TMJ4 NEWS TODAY 5AM) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023 Start Date End Date Weekdays Spots/Week Rate Rating				Spots/Week									
5-6am Daybreak Early (Program: TMJ4 NEWS TODAY 5AM) 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>				<u> </u>									
(Program: TMJ4 NEWS TODAY 5AM) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023 Start Date End Date Weekdays Spots/Week Rate Rating	N 17 WTMJ 05/14	/24 05/20/24	-	-	5-6am	11	111	:30	5	\$125.00P-3	0.00 NM	5	\$625.00
Q24 COMSCORE (sell) - MILWAUKÉE - 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>	(December TM)	4 NEWS TO	•	Early									
Start Date End Date Weekdays Spots/Week Rate Rating				nate based un	on 2nd O 20	123							
<del></del>		` '		•									
VV CCN. UD/14/24 UD/2U/24 IIIII	Week: 05/14/24	05/20/24	11111	5		0.00							
N18 WTMJ 05/14/24 05/18/24 Saturday Today Show CM 7-9am1- :30 1 \$250.00P-3 0.00 NM 1 \$25	N 18 WTMJ 05/14	/24 05/18/24	Saturday Today S	Show CM	7-9am		1-	:30	1	\$250.00P-3	0.00 NM	1	\$250.00
Saturday Today Show													
(Program: SAT TODAY-NBC)													
2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023													
Start Date End Date Weekdays Spots/Week Rate Rating Week: 05/13/24 05/19/241- 1 \$250.00 0.00				Spots/Week									
VVOIX. 00/10/24			<u>-</u>	1	7			.00		#000 00 D 0	0.00 NINA	4	<b>#</b> 000 00
N19 WTMJ 05/14/24 05/19/24 Sunday Today Show CM 7-8am1 :30 1 \$300.00P-3 0.00 NM 1 \$30 Sunday Today Show	N 19 W I MJ 05/14/	/24 05/19/24	, ,		7-8am		1	:30	1	\$300.00P-3	0.00 NW	1	\$300.00
(Program: SUN TODAY-NBC)	(Program: SUN	I TODAY-NBO	, ,	IOW									
2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023	\		- /	nate based up	on 2nd Q 20	23							
Start Date End Date Weekdays Spots/Week Rate Rating	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 05/13/24 05/19/241 1 \$300.00 0.00	Week: 05/13/24	05/19/24	1	1	\$300.00	0.00	)						
N 20 WTMJ 05/14/24 05/19/24 Meet The Press CM 8-9am1 :30 1 \$700.00 P-3 0.00 NM 1 \$70	N20 WTMJ 05/14	/24 05/19/24	Meet The Press	CM	8-9am		1	:30	1	\$700.00P-3	0.00 NM	1	\$700.00
Meet The Press													
(Program: MEET PRESS-SUN) 2Q24 COMSCORE (sell) - MILWAUKEE - Estimate based upon 2nd Q 2023				nata basad ur	on 2nd () 20	123							
Start Date End Date Weekdays Spots/Week Rate Rating		` ,											
Week: 05/13/24				1									