

ORDER



WMLW-TV

Orders
Order / Rev: 458304
Alt Order #: 10782218
Product Desc: BIDEN FOR PRESIDENT
Estimate: 11782
Flight Dates: 05/29/24 - 06/03/24
Original Date / Rev: 05/28/24 / 05/28/24
Order Type: GENERAL

Primary AE: Nick Welte
Sales Office: HPHIL
Sales Region: NAT

Agency Name: Media Buying and Analytics
Buying Contact: Heather Hartig
Billing Contact: A/P Media Buying
 2020 Howell Mill Road NW
 Atlanta, GA 30318

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

Advertiser Name: Poli/J Biden/D/Pre/US
Demographic: A35+
Product Codes: PL Candidate
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-3

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/27/24	06/03/24	42	\$3,220.00	\$2,737.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2024	42	\$3,220.00	\$2,737.00	0.00
Totals	42	\$3,220.00	\$2,737.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WMLW-TV	2%	\$3,220.00
Market	100%	\$161,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	2%	\$3,220.00
WCGV	0%	\$0.00
WDJT	20%	\$32,200.00
WISN	32%	\$51,520.00
WITI	24%	\$38,640.00
WPXE	0%	\$0.00
WTMJ	20%	\$32,200.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WMLW	05/29/24	05/29/24	M-F 5p-6p Young Sheldon	CM	5pm- 6pm (5:00 PM-5:30 PM)	-- 1----	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/29/24	06/04/24	-- 1----		1		\$50.00		0.00					
N 2	WMLW	05/30/24	05/30/24		CM	5pm- 6pm	--- 1---	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5p-6p Young Sheldon		(5:00 PM-5:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/30/24	06/05/24	--- 1---	1	\$50.00	0.00								
N 3	WMLW	05/31/24	05/31/24	M-F 5p-6p Young Sheldon	CM	5pm- 6pm (5:00 PM-5:30 PM)	---- 1--	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/31/24	06/06/24	---- 1--	1	\$50.00	0.00								
N 4	WMLW	06/03/24	06/03/24	M-F 5p-6p Young Sheldon	CM	5pm- 6pm (5:00 PM-5:30 PM)	1-----	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/03/24	06/09/24	1-----	1	\$50.00	0.00								
N 5	WMLW	05/29/24	05/29/24	M-F 5p-6p Young Sheldon	CM	5pm- 6pm (5:30 PM-6:00 PM)	-- 1----	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/29/24	06/04/24	-- 1----	1	\$50.00	0.00								
N 6	WMLW	05/30/24	05/30/24	M-F 5p-6p Young Sheldon	CM	5pm- 6pm (5:30 PM-6:00 PM)	--- 1---	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/30/24	06/05/24	--- 1---	1	\$50.00	0.00								
N 7	WMLW	05/31/24	05/31/24	M-F 5p-6p Young Sheldon	CM	5pm- 6pm (5:30 PM-6:00 PM)	---- 1--	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/31/24	06/06/24	---- 1--	1	\$50.00	0.00								
N 8	WMLW	06/03/24	06/03/24	M-F 5p-6p Young Sheldon	CM	5pm- 6pm (5:30 PM-6:00 PM)	1-----	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/03/24	06/09/24	1-----	1	\$50.00	0.00								
N 9	WMLW	06/01/24	06/01/24	CBS 58 Wknd News 5p-6p Sat 5p-530p/Sun530p-6p	CM	Sat 5p-530p/Sun5p-530p	----- 2-	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/01/24	06/07/24	----- 2-	2	\$50.00	0.00								
N 10	WMLW	05/29/24	05/29/24	M-F 7p-8p Dateline / 7p-8p	CM	7p-8p	-- 2----	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/29/24	06/04/24	-- 2----	2	\$50.00	0.00								
N 11	WMLW	05/30/24	05/30/24	M-F 7p-8p Dateline / 7p-8p	CM	7p-8p	--- 2---	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/30/24	06/05/24	--- 2---	2	\$50.00	0.00								
N 12	WMLW	05/31/24	05/31/24	M-F 7p-8p Dateline / 7p-8p	CM	7p-8p	---- 2--	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/31/24	06/06/24	---- 2--	2	\$50.00	0.00								
N 13	WMLW	06/03/24	06/03/24	M-F 7p-8p Dateline / 7p-8p	CM	7p-8p	2-----	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/03/24	06/09/24	2-----	2	\$50.00	0.00								
N 14	WMLW	05/29/24	05/29/24	M-F 9pm News M-F 9pm News - 1hr	CM	9p-10P (9:00 PM-9:30 PM)	-- 2----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/29/24	06/04/24	-- 2----	2	\$100.00	0.00								
N 15	WMLW	05/30/24	05/30/24	M-F 9pm News M-F 9pm News - 1hr	CM	9p-10P (9:00 PM-9:30 PM)	--- 2---	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/30/24	06/05/24	--- 2---	2	\$100.00	0.00								
N 16	WMLW	05/31/24	05/31/24	M-F 9pm News M-F 9pm News - 1hr	CM	9p-10P (9:00 PM-9:30 PM)	---- 2--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/31/24	06/06/24	---- 2--	2	\$100.00	0.00								

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 17	WMLW	06/03/24	06/03/24	M-F 9pm News	CM	9p-10P	2-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/31/24	06/06/24	----2--					2	\$100.00		0.00			
				M-F 9pm News - 1hr		(9:00 PM-9:30 PM)									
N 18	WMLW	05/29/24	05/29/24	M-F 9pm News	CM	9p-10P	--2----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/03/24	06/09/24	2-----					2	\$100.00		0.00			
				M-F 9pm News - 1hr		(9:30 PM-10:00 PM)									
N 19	WMLW	05/30/24	05/30/24	M-F 9pm News	CM	9p-10P	---2---	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/29/24	06/04/24	--2----					2	\$100.00		0.00			
				M-F 9pm News - 1hr		(9:30 PM-10:00 PM)									
N 20	WMLW	05/31/24	05/31/24	M-F 9pm News	CM	9p-10P	----2--	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/31/24	06/06/24	----2--					2	\$100.00		0.00			
				M-F 9pm News - 1hr		(9:30 PM-10:00 PM)									
N 21	WMLW	06/03/24	06/03/24	M-F 9pm News	CM	9p-10P	2-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/03/24	06/09/24	2-----					2	\$100.00		0.00			
				M-F 9pm News - 1hr		(9:30 PM-10:00 PM)									
N 22	WMLW	06/01/24	06/01/24	Sat-Sun 9pm News	CM	9p-10P	-----2-	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/01/24	06/07/24	-----2-					2	\$150.00		0.00			
				Sat-Sun 9pm News - 1hr		(9:00 PM-9:30 PM)									
N 23	WMLW	06/01/24	06/01/24	Sat-Sun 9pm News	CM	9p-10P	-----1-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/01/24	06/07/24	-----1-					1	\$150.00		0.00			
				Sat-Sun 9pm News - 1hr		(9:30 PM-10:00 PM)									
N 24	WMLW	06/02/24	06/02/24	Sat-Sun 9pm News	CM	9p-10P	-----1	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/02/24	06/08/24	-----1					1	\$150.00		0.00			
				Sat-Sun 9pm News - 1hr		(9:00 PM-9:30 PM)									
N 25	WMLW	05/29/24	05/29/24	M-F 10:30p-11:30p	CM	10:30p-11:30p	--1----	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/29/24	06/04/24	--1----					1	\$30.00		0.00			
				Chicago P.D.		(10:30 PM-11:30 PM)									
N 26	WMLW	05/30/24	05/30/24	M-F 10:30p-11:30p	CM	10:30p-11:30p	---1---	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/30/24	06/05/24	---1---					1	\$30.00		0.00			
				Chicago P.D.		(10:30 PM-11:30 PM)									
N 27	WMLW	05/31/24	05/31/24	M-F 10:30p-11:30p	CM	10:30p-11:30p	----1--	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/31/24	06/06/24	----1--					1	\$30.00		0.00			
				Chicago P.D.		(10:30 PM-11:30 PM)									
N 28	WMLW	06/03/24	06/03/24	M-F 10:30p-11:30p	CM	10:30p-11:30p	1-----	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 06/03/24	06/09/24	1-----					1	\$30.00		0.00			
				Chicago P.D.											
													Totals	42	\$3,220.00