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ORDER

Orders	Order / R Alt Order		45830 / 107822							e e				
	Product D				NT									
	Estimate:		11782							WMLW-TV				
	Flight Date	06:		24 - 06/03/24			Primary /	۸ ۲ .		Nick Welte				
	0						Sales Of							
	-	ate / Rev:		24 / 05/28/24						HPHIL				
	Order Typ)e:	GENE	RAL			Sales Re	egion:		NAT				
Agency	Name:		Media	Buying and Ar	nalytics									
	Buying Co	ontact:	Heathe	er Hartig			Billing Ty	/pe:		Cash				
	Billing Co	ntact:	A/P Me	edia Buying			Billing Ca	alenda	r:	Broadcast				
			2020 H	lowell Mill Road	NW		Billing Cy	/cle:		EOM/EOC				
			Atlanta	, GA 30318			Agency (Commi	ission:	15%				
Advertiser	Name:		Poli/J	Biden/D/Pre/US	6									
	Demographic:		A35+				New Bus	iness l	End:					
	Product C		PL Ca	ndidate			Advertise	er Exte	ernal ID:					
	Revenue		AGY				Agency E	Externa	al ID:					
	Revenue		POL				Unit Code:		General					
	Revenue		CAND				Order Se		on:	00:15:00				
	Priority:	00000.	P-3					paratic	011.	00.10.00				
Bill Plan	,					Tota	lo							
Start Date	End Date	# Spots	Bross A	mount Net A	mount	Mont			# Spots	Gross Amo	ount	Net	Amount	Rating
05/27/24	06/03/24	42	\$	3,220.00	\$2,737.00	June	2024		42	\$3,22	20.00		\$2,737.00	
						Total	S		42	\$3,22	20.00		\$2,737.00	0.00
Account Exec										7				
Account Exect	utive	Sales Office	e S	ales Region	Start Date /				Order %					
Nick Welte					Start Of Orc	der - Enc	d Of Order		100%					
Order Share		Sh	are	Total]									
WMLW-TV			2%	\$3,220.00	4									
Market		1	00%	\$161,000.00										
Competitive S	Share	Sh	are	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	d Invente	ory Co	de Breal	k Start/End	l Time	Days	Len	Spots	Rate Pri	Rtg T	уре	Spots	Amount
	05/29/24 05/2	9/24 M-F 5p	-6p	CM	5pm- 6pm		1	:30	-	\$50.00 P-3	0.00		. 1	\$50.00
	_	Young			(5:00 PM-5	,								
Start Week: 05/2	<u>Date</u> End E 9/24 06/04		days	Spots/Weel			<u>ing</u> .00							
N 2 WMLW		/= :		СМ	5pm- 6pm		1	:30	0 1	\$50.00 P-3	0.00	NM	1	\$50.00
	55,50,27 UJ/J	U. L T		Civi	opine opini		1		- I	ψυυ.υυτ-υ	0.00			ψ00.00

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Order / Rev:	458304	Advertiser:	Poli/J Biden/D/Pre/US	
Alt Order #:	10782218	Product Desc:	BIDEN FOR PRESIDENT	WMLW-TV
Flight Dates:	05/29/24 - 06/03/24	Estimate:	11782	

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time [Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			M-F 5p-6p Young Sheldon		(5:00 PM-5:	30 PM)							
<u>Sta</u> /Week: 05	rt Date /30/24	End Date 06/05/24	<u>Weekdays</u>	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00							
N 3 WMLW	05/31/2	4 05/31/24	M-F 5p-6p Young Sheldon	СМ	5pm- 6pm (5:00 PM-5:		1	:30	1	\$50.00 P-3	0.00 NM	1	\$50.00
<u>Sta</u> Week: 05/	rt Date /31/24	End Date 06/06/24	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00							
N 4 WMLW	06/03/2	4 06/03/24	M-F 5p-6p Young Sheldon	СМ	5pm- 6pm (5:00 PM-5:			:30	1	\$50.00 P-3	0.00 NM	1	\$50.00
Sta Week: 06/	rt Date /03/24	End Date 06/09/24	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00							
N 5 WMLW	05/29/2	4 05/29/24	M-F 5p-6p Young Sheldon	СМ	5pm- 6pm (5:30 PM-6:		1	:30	1	\$50.00 P-3	0.00 NM	1	\$50.00
<u>Sta</u> /Week: 05	rt Date /29/24	End Date 06/04/24	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$50.00	<u>Rating</u> 0.00							
N 6 WMLW	05/30/2	4 05/30/24	M-F 5p-6p Young Sheldon	СМ	5pm- 6pm (5:30 PM-6:		- 1	:30	1	\$50.00 P-3	0.00 NM	1	\$50.00
<u>Sta</u> /Week: 05	rt Date /30/24	End Date 06/05/24	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00							
N 7 WMLW	05/31/2	4 05/31/24	Young Sheldon	СМ	5pm- 6pm (5:30 PM-6:		1	:30	1	\$50.00 P-3	0.00 NM	1	\$50.00
<u>Sta</u> /Week: 05	rt Date /31/24	End Date 06/06/24	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00							
N 8 WMLW	06/03/2	4 06/03/24	M-F 5p-6p Young Sheldon	СМ	5pm- 6pm (5:30 PM-6:			:30	1	\$50.00 P-3	0.00 NM	1	\$50.00
<u>Sta</u> /Week: 06	nt Date /03/24	End Date 06/09/24	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00							
N 9 WMLW	06/01/2	4 06/01/24	CBS 58 Wknd Ne Sat 5p-530p/Sun	•	Sat 5p-530	p/Sun5(2-	:30	2	\$50.00 P-3	0.00 NM	2	\$100.00
<u>Sta</u> /Week: 06	rt Date /01/24	End Date 06/07/24	<u>Weekdays</u> 2-	Spots/Week 2	<u>Rate</u> \$50.00	Rating 0.00							
N10 WMLW	05/29/2	4 05/29/24	Dateline / 7p-8p	СМ	7р-8р		2	:30	2	\$50.00 P-3	0.00 NM	2	\$100.00
<u>Sta</u> /Week: 05	rt Date /29/24	End Date 06/04/24	<u>Weekdays</u> 2	Spots/Week 2	<u>Rate</u> \$50.00	Rating 0.00							
N11 WMLW	05/30/2	4 05/30/24	M-F 7p-8p Dateline / 7p-8p	СМ	7р-8р		- 2	:30	2	\$50.00 P-3	0.00 NM	2	\$100.00
<u>Sta</u> Week: 05/	rt Date /30/24	End Date 06/05/24	<u>Weekdays</u> 2	Spots/Week 2	<u>Rate</u> \$50.00	<u>Rating</u> 0.00							
N12 WMLW	05/31/2	4 05/31/24	M-F 7p-8p Dateline / 7p-8p	СМ	7р-8р		2	:30	2	\$50.00 P-3	0.00 NM	2	\$100.00
<u>Sta</u> /Week: 05	rt Date /31/24	End Date 06/06/24	<u>Weekdays</u> 2	Spots/Week 2	<u>Rate</u> \$50.00	<u>Rating</u> 0.00							
N13 WMLW	06/03/2	4 06/03/24	M-F 7p-8p Dateline / 7p-8p	СМ	7р-8р	2-		:30	2	\$50.00 P-3	0.00 NM	2	\$100.00
Sta Week: 06/	rt Date /03/24	End Date 06/09/24	<u>Weekdays</u> 2	Spots/Week 2	<u>Rate</u> \$50.00	<u>Rating</u> 0.00							
N14 WMLW	05/29/2	4 05/29/24	M-F 9pm News M-F 9pm News -	CM 1hr	9p-10P (9:00 PM-9:		2	:30	2	\$100.00 P-3	0.00 NM	2	\$200.00
<u>Sta</u> Week: 05/	rt Date /29/24	End Date 06/04/24	<u>Weekdays</u> 2	Spots/Week 2	<u>Rate</u> \$100.00	Rating 0.00							
N15 WMLW	05/30/2	4 05/30/24	M-F 9pm News M-F 9pm News -	CM 1hr	9p-10P (9:00 PM-9:		- 2	:30	2	\$100.00 P-3	0.00 NM	2	\$200.00
<u>Sta</u> Week: 05/	<u>irt Date</u> /30/24	End Date 06/05/24	<u>Weekdays</u> 2	Spots/Week 2	<u>Rate</u> \$100.00	<u>Rating</u> 0.00							
N16 WMLW	05/31/2	4 05/31/24	M-F 9pm News M-F 9pm News -	CM 1hr	9p-10P (9:00 PM-9:		2	:30	2	\$100.00 P-3	0.00 NM	2	\$200.00
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							

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Order / Rev:	458304	Advertiser:	Poli/J Biden/D/Pre/US	
Alt Order #:	10782218	Product Desc:	BIDEN FOR PRESIDENT	WMLW-TV
Flight Dates:	05/29/24 - 06/03/24	Estimate:	11782	

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri Rtg Type	Spots	Amount
Start Date End Date Week: 05/31/24 06/06/24	Weekdays Spots/Week	Rate Rating				
N17 WMLW 06/03/24 06/03/24		\$100.00 0.00 9p-10P 2	:30 2	\$100.00 P-3 0.00 NM	2	\$200.00
	M-F 9pm News - 1hr	(9:00 PM-9:30 PM)	.00 2	¢100.001 0 0.00 14M	-	¢200.00
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 06/03/24 06/09/24	2 2	\$100.00 0.00				
N18 WMLW 05/29/24 05/29/24	M-F 9pm News CM M-F 9pm News - 1hr	9p-10P 2 (9:30 PM-10:00 PM)	:30 2	\$100.00 P-3 0.00 NM	2	\$200.00
Start Date End Date Week: 05/29/24 06/04/24	WeekdaysSpots/Week22	<u>Rate</u> <u>Rating</u> \$100.00 0.00				
N19 WMLW 05/30/24 05/30/24	•	9p-10P 2	:30 2	\$100.00 P-3 0.00 NM	2	\$200.00
	M-F 9pm News - 1hr	(9:30 PM-10:00 PM)				
<u>Start Date</u> <u>End Date</u> Week: 05/30/24 06/05/24	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$100.00 0.00				
N20 WMLW 05/31/24 05/31/24	E	9p-10P 2	:30 2	\$100.00 P-3 0.00 NM	2	\$200.00
	M-F 9pm News - 1hr	(9:30 PM-10:00 PM)	.00 2	¢100.001 0 0.00 144	-	φ200.00
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 05/31/24 06/06/24	2 2	\$100.00 0.00				
N21 WMLW 06/03/24 06/03/24	•	9p-10P 2	:30 2	\$100.00 P-3 0.00 NM	2	\$200.00
	M-F 9pm News - 1hr	(9:30 PM-10:00 PM)				
<u>Start Date</u> End Date Week: 06/03/24 06/09/24	Weekdays Spots/Week	<u>Rate Rating</u> \$100.00 0.00				
N22 WMLW 06/01/24 06/01/24		9p-10P2-	:30 2	\$150.00 P-3 0.00 NM	2	\$300.00
	Sat-Sun 9pm News - 1hr	(9:00 PM-9:30 PM)		¢	-	<i>QCCC</i>
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 06/01/24 06/07/24	2- 2	\$150.00 0.00				
N23 WMLW 06/01/24 06/01/24	Sat-Sun 9pm News CM Sat-Sun 9pm News - 1hr	9p-10P 1- (9:30 PM-10:00 PM)	:30 1	\$150.00 P-3 0.00 NM	1	\$150.00
Start Date End Date Week: 06/01/24 06/07/24	WeekdaysSpots/Week11	<u>Rate</u> <u>Rating</u> \$150.00 0.00				
N24 WMLW 06/02/24 06/02/24		9p-10P1	:30 1	\$150.00 P-3 0.00 NM	1	\$150.00
	Sat-Sun 9pm News - 1hr	(9:00 PM-9:30 PM)				
<u>Start Date</u> End Date Week: 06/02/24 06/08/24	Weekdays Spots/Week	Rate Rating				
N25 WMLW 05/29/24 05/29/24		\$150.00 0.00 10:30p-11:30p 1	:30 1	\$30.00 P-3 0.00 NM	1	\$30.00
N23 WWEW 03/23/24 03/23/24	Chicago P.D.	(10:30 PM-11:30 PM)	.50 1	ψ50.001-5 0.00 NW	'	ψ30.00
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 05/29/24 06/04/24	1 1	\$30.00 0.00				
N26 WMLW 05/30/24 05/30/24	· · ·	10:30p-11:30p 1	:30 1	\$30.00 P-3 0.00 NM	1	\$30.00
	Chicago P.D.	(10:30 PM-11:30 PM)				
Start Date End Date Week: 05/30/24 06/05/24	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$30.00 0.00				
N27 WMLW 05/31/24 05/31/24		10:30p-11:30p 1	:30 1	\$30.00 P-3 0.00 NM	1	\$30.00
	Chicago P.D.	(10:30 PM-11:30 PM)		\$00.001 C 0.00 Him		<i>\\</i> 00.00
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 05/31/24 06/06/24	1 1	\$30.00 0.00				
N28 WMLW 06/03/24 06/03/24	M-F 10:30p-11:30p CM Chicago P.D.	10:30p-11:30p 1	:30 1	\$30.00 P-3 0.00 NM	1	\$30.00
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 06/03/24 06/09/24	1 1	\$30.00 0.00				
				Totals	42	\$3,220.00