

ORDER



WMLW-TV

Orders
Order / Rev: 457833
Alt Order #: 10779718
Product Desc: BIDEN FOR PRESIDENT
Estimate: 11740
Flight Dates: 05/14/24 - 05/20/24
Original Date / Rev: 05/13/24 / 05/13/24
Order Type: GENERAL

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

Agency Name: Media Buying and Analytics
Buying Contact:
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
04/29/24	05/20/24	28	\$2,100.00	\$1,785.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	28	\$2,100.00	\$1,785.00	0.00
Totals	28	\$2,100.00	\$1,785.00	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	1%	\$2,100.00
Market	100%	\$210,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WDJT	22%	\$46,200.00
WISN	32%	\$67,200.00
WITI	25%	\$52,500.00
WPXE	0%	\$0.00
WTMJ	20%	\$42,000.00
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	05/14/24	05/14/24	M-F 5p-6p Young Sheldon	CM	5pm- 530pm (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: 05/14/24	05/20/24	- 1 - - - - -		1		\$50.00		0.00					
N 2	WMLW	05/15/24	05/15/24		CM	5pm- 530pm	- - 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
N 3	WMLW	05/16/24	05/16/24	M-F 5p-6p Young Sheldon	CM	5pm- 530pm (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: 05/15/24	05/21/24	-- 1----		1				\$50.00		0.00			
N 4	WMLW	05/17/24	05/17/24	M-F 5p-6p Young Sheldon	CM	5pm- 530pm (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: 05/16/24	05/22/24	--- 1---		1				\$50.00		0.00			
N 5	WMLW	05/20/24	05/20/24	M-F 5p-6p Young Sheldon	CM	5pm- 530pm (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: 05/20/24	05/26/24	1-----		1				\$50.00		0.00			
N 6	WMLW	05/14/24	05/14/24	M-F 5p-6p Young Sheldon	CM	530pm- 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: 05/14/24	05/20/24	- 1-----		1				\$50.00		0.00			
N 7	WMLW	05/15/24	05/15/24	M-F 5p-6p Young Sheldon	CM	530pm- 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: 05/15/24	05/21/24	-- 1----		1				\$50.00		0.00			
N 8	WMLW	05/16/24	05/16/24	M-F 5p-6p Young Sheldon	CM	530pm- 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: 05/16/24	05/22/24	--- 1---		1				\$50.00		0.00			
N 9	WMLW	05/17/24	05/17/24	M-F 5p-6p Young Sheldon	CM	530pm- 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: 05/17/24	05/23/24	---- 1--		1				\$50.00		0.00			
N 10	WMLW	05/20/24	05/20/24	M-F 5p-6p Young Sheldon	CM	530pm- 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: 05/20/24	05/26/24	1-----		1				\$50.00		0.00			
N 11	WMLW	05/18/24	05/18/24	CBS 58 Wknd News 5p Sat News	CM	Sat 5p-530p	----- 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: 05/18/24	05/24/24	----- 1-		1				\$50.00		0.00			
N 12	WMLW	05/14/24	05/14/24	M-F 7p-8p Dateline / 7p-8p	CM	7p-8p	- 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: 05/14/24	05/20/24	- 1-----		1				\$50.00		0.00			
N 13	WMLW	05/15/24	05/15/24	M-F 7p-8p Dateline / 7p-8p	CM	7p-8p	-- 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: 05/15/24	05/21/24	-- 1----		1				\$50.00		0.00			
N 14	WMLW	05/16/24	05/16/24	M-F 7p-8p Dateline / 7p-8p	CM	7p-8p	--- 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: 05/16/24	05/22/24	--- 1---		1				\$50.00		0.00			
N 15	WMLW	05/17/24	05/17/24	M-F 7p-8p Dateline / 7p-8p	CM	7p-8p	---- 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: 05/17/24	05/23/24	---- 1--		1				\$50.00		0.00			
N 16	WMLW	05/20/24	05/20/24	M-F 7p-8p Dateline / 7p-8p	CM	7p-8p	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: 05/20/24	05/26/24	1-----		1				\$50.00		0.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	1-----		1				\$50.00		0.00			
N 17	WMLW	05/14/24	05/14/24	M-F 9pm News M-F 9pm News - 1hr	CM	9p-930P (9:00 PM-9:30 PM)	- 1-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/24	05/20/24	- 1-----		1				\$100.00		0.00			
N 18	WMLW	05/15/24	05/15/24	M-F 9pm News M-F 9pm News - 1hr	CM	9p-930P (9:00 PM-9:30 PM)	-- 1----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/15/24	05/21/24	-- 1----		1				\$100.00		0.00			
N 19	WMLW	05/16/24	05/16/24	M-F 9pm News M-F 9pm News - 1hr	CM	9p-930P (9:00 PM-9:30 PM)	--- 1---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/24	05/22/24	--- 1---		1				\$100.00		0.00			
N 20	WMLW	05/17/24	05/17/24	M-F 9pm News M-F 9pm News - 1hr	CM	9p-930P (9:00 PM-9:30 PM)	---- 1--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/17/24	05/23/24	---- 1--		1				\$100.00		0.00			
N 21	WMLW	05/20/24	05/20/24	M-F 9pm News M-F 9pm News - 1hr	CM	9p-930P (9:00 PM-9:30 PM)	1-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	1-----		1				\$100.00		0.00			
N 22	WMLW	05/14/24	05/14/24	M-F 9pm News M-F 9pm News - 1hr	CM	930p-10P (9:30 PM-10:00 PM)	- 1-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/24	05/20/24	- 1-----		1				\$100.00		0.00			
N 23	WMLW	05/15/24	05/15/24	M-F 9pm News M-F 9pm News - 1hr	CM	930p-10P (9:30 PM-10:00 PM)	-- 1----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/15/24	05/21/24	-- 1----		1				\$100.00		0.00			
N 24	WMLW	05/16/24	05/16/24	M-F 9pm News M-F 9pm News - 1hr	CM	930p-10P (9:30 PM-10:00 PM)	--- 1---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/24	05/22/24	--- 1---		1				\$100.00		0.00			
N 25	WMLW	05/17/24	05/17/24	M-F 9pm News M-F 9pm News - 1hr	CM	930p-10P (9:30 PM-10:00 PM)	---- 1--	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/17/24	05/23/24	---- 1--		1				\$100.00		0.00			
N 26	WMLW	05/20/24	05/20/24	M-F 9pm News M-F 9pm News - 1hr	CM	930p-10P (9:30 PM-10:00 PM)	1-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	1-----		1				\$100.00		0.00			
N 27	WMLW	05/18/24	05/18/24	Sat-Sun 9pm News Sat-Sun 9pm News - 1hr	CM	9p-930 (9:00 PM-9:30 PM)	----- 1-	:30	1	\$150.00	P-2	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: 05/18/24	05/24/24	----- 1-		1				\$150.00		0.00			
N 28	WMLW	05/18/24	05/18/24	Sat-Sun 9pm News Sat-Sun 9pm News - 1hr	CM	930p-10P (9:30 PM-10:00 PM)	----- 1-	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
													Totals	28	\$2,100.00