## **ORDER**

Orders Order / Rev: 457833 10779718 Alt Order #: BIDEN FOR PRESIDENT Product Desc: WMLW-TV Estimate: 11740 05/14/24 - 05/20/24 Flight Dates: Primary AE: Nick Welte Sales Office: Original Date / Rev: 05/13/24 / 05/13/24 **HPHIL** Order Type: **GENERAL** Sales Region: NAT **Media Buying and Analytics** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: A/P Media Buying Billing Calendar: Broadcast Billing Cycle: 2020 Howell Mill Road NW EOM/EOC Agency Commission: Atlanta, GA 30318 15% Advertiser Name: Poli/J Biden/D/Pre/US A35+ New Business End: Demographic: PL Candidate **Product Codes:** Advertiser External ID: Revenue Code 1: AGY Agency External ID: Revenue Code 2: POL Unit Code: General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
04/29/24	05/20/24	28	\$2,100.00	\$1,785.00		

**CAND** 

P-3

## **Totals**

Order Separation:

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

00:15:00

## **Account Executives**

Account Executive	Account Executive Sales Office		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

Revenue Code 3:

Priority:

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 Tir	me Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
ī	<b>V</b> 1	WMLW	05/14/24	05/14/24	M-F 5p-6p	CM	5pm- 530pm	- 1	:30	1	\$50.00 P-3	0.00 NM	1	\$50.00
					Young Sheldon		(5:00 PM-5:30	PM)						
		Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	W	eek: 05/1	4/24	05/20/24	- 1	1	\$50.00	0.00						
Ī	V 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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Order / Rev: 457833 Advertiser: Poli/J Biden/D/Pre/US

Alt Order #: 10779718 Product Desc: BIDEN FOR PRESIDENT WMLW-TV

Flight Dates: 05/14/24 - 05/20/24 Estimate: 11740

Ln Ch	Start	End	Inventory Code	Break	Start/End T	Γime [	Days	Len Sp	ots	Rate F	Pri Rt	g Type	Spots	Amount
•			M-F 5p-6p Young Sheldon		(5:00 PM-5:3	30 PM)								_
Sta Week: 05/	rt Date 15/24	End Date 05/21/24	Weekdays 1	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00								
N 3 WMLW	05/16/2	4 05/16/24	M-F 5p-6p Young Sheldon	СМ	5pm- 530pm (5:00 PM-5:3		- 1	:30	1	\$50.00 P	P-3 0	.00 NM	1	\$50.00
Sta Week: 05/	rt Date 116/24	End Date 05/22/24	Weekdays 1	Spots/Week 1	Rate \$50.00	Rating 0.00								
N 4 WMLW	05/17/2	4 05/17/24	M-F 5p-6p Young Sheldon	СМ	5pm- 530pm (5:00 PM-5:3		1	:30	1	\$50.00 P	P-3 0	.00 NM	1	\$50.00
Sta Week: 05/	rt Date 17/24	End Date 05/23/24	Weekdays 1	Spots/Week	Rate \$50.00	Rating 0.00								
N 5 WMLW			M-F 5p-6p Young Sheldon	СМ	5pm- 530pm (5:00 PM-5:3	า 1-		:30	1	\$50.00 P	P-3 0	.00 NM	1	\$50.00
Sta Week: 05/	rt Date 20/24	End Date 05/26/24	Weekdays 1	Spots/Week	Rate \$50.00	Rating 0.00								
N 6 WMLW			M-F 5p-6p Young Sheldon	СМ	530pm- 6pm (5:30 PM-6:0	า - 1		:30	1	\$50.00 P	P-3 0	.00 NM	1	\$50.00
Sta Week: 05/	rt Date 14/24	End Date 05/20/24	Weekdays - 1	Spots/Week 1	Rate \$50.00	Rating 0.00								
N 7 WMLW	05/15/2	4 05/15/24	M-F 5p-6p Young Sheldon	СМ	530pm- 6pm (5:30 PM-6:0		1	:30	1	\$50.00 P	P-3 0	.00 NM	1	\$50.00
Sta Week: 05/	rt Date 15/24	End Date 05/21/24	Weekdays 1	Spots/Week 1	Rate \$50.00	Rating 0.00								
N 8 WMLW	05/16/2	4 05/16/24	M-F 5p-6p Young Sheldon	CM	530pm- 6pm (5:30 PM-6:0		- 1	:30	1	\$50.00 P	P-3 0	.00 NM	1	\$50.00
Sta Week: 05/	rt Date	End Date 05/22/24	Weekdays 1	Spots/Week	Rate \$50.00	Rating 0.00								
N 9 WMLW				СМ	530pm- 6pm (5:30 PM-6:0	ı	1	:30	1	\$50.00 P	P-3 0	.00 NM	1	\$50.00
<u>Sta</u> Week: 05/	rt Date 17/24	End Date 05/23/24	Weekdays 1	Spots/Week	Rate \$50.00	Rating 0.00								
N10 WMLW			M-F 5p-6p Young Sheldon	СМ	530pm- 6pm (5:30 PM-6:0	n 1-		:30	1	\$50.00 P	P-3 0	.00 NM	1	\$50.00
Sta Week: 05/	rt Date 20/24	End Date 05/26/24	Weekdays 1	Spots/Week	Rate \$50.00	Rating 0.00								
N11 WMLW			CBS 58 Wknd Ne	ews 5p/£M	Sat 5p-530p		1-	:30	1	\$50.00 P	P-3 0	.00 NM	1	\$50.00
Sta Week: 05/	rt Date 18/24	End Date 05/24/24	Weekdays 1-	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00								
N12 WMLW			M-F 7p-8p Dateline / 7p-8p	СМ	7p-8p			:30	1	\$50.00 P	P-3 0	.00 NM	1	\$50.00
Sta Week: 05/	rt Date 14/24	End Date 05/20/24	Weekdays	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00								
N13 WMLW			M-F 7p-8p Dateline / 7p-8p	СМ	7p-8p		1	:30	1	\$50.00 P	P-3 0	.00 NM	1	\$50.00
Sta Week: 05/	rt Date	End Date 05/21/24	Weekdays	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00								
N14 WMLW				CM	7p-8p		- 1	:30	1	\$50.00 P	P-3 0	.00 NM	1	\$50.00
Sta Week: 05/	rt Date 16/24	End Date 05/22/24	Weekdays	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00								
N15 WMLW			M-F 7p-8p Dateline / 7p-8p	CM	7p-8p		1	:30	1	\$50.00 P	P-3 0	.00 NM	1	\$50.00
Sta Week: 05/	rt Date 17/24	End Date 05/23/24	Weekdays 1	Spots/Week 1	Rate \$50.00	Rating 0.00								
N16 WMLW			M-F 7p-8p Dateline / 7p-8p	СМ	7p-8p			:30	1	\$50.00 P	P-3 0	.00 NM	1	\$50.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating								

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Ln Ch	Start	End	Inventory Code Brea	ak Start/Er	nd Time	Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
Sta Week: 05/	rt Date	End Date 05/26/24	Weekdays Spots/We	<u>k</u> <u>Rat</u> 1 \$50.0		ing ).00						
N 17 WMLW			-	9p-930P		- 1	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
			M-F 9pm News - 1hr	•	-9:30 PM	)						
Sta Week: 05/	rt Date	End Date 05/20/24	Weekdays Spots/We			<u>ing</u> ).00						
N18 WMLW				1 \$100.0 9p-930P		1	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
TTTO WINE	00/10/2	00/10/21	M-F 9pm News - 1hr	•	-9:30 PM	_	.00	•	Ψ100.001 0	0.00 1411		Ψ100.00
	rt Date	End Date	Weekdays Spots/We									
Week: 05/ N19 WMLW		05/21/24	1 M-F 9pm News CM	1 \$100.0 9p-930P		).00 1	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
IN 19 VVIVILVV	03/10/2	.4 03/10/24	M-F 9pm News - 1hr	•	-9:30 PM		.30	'	φ100.00 F-3	O.OO INIVI	'	φ100.00
	rt Date	End Date	Weekdays Spots/We	<u>k</u> Rat	e <u>Rat</u>	ing						
Week: 05/		05/22/24	1	1 \$100.0		0.00			<b>*</b>	0.00.104	,	<b>#</b> 400.00
N20 WMLW	05/17/2	24 05/17/24	M-F 9pm News CM M-F 9pm News - 1hr	9p-930P (9:00 PM	-9:30 PM	1	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
Sta	rt Date	End Date	Weekdays Spots/We	`								
Week: 05/		05/23/24	1	1 \$100.0		0.00						
N21 WMLW	05/20/2	24 05/20/24	M-F 9pm News CM M-F 9pm News - 1hr	9p-930P	-9:30 PM	1	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
Sta	rt Date	End Date	Weekdays Spots/We	`								
Week: 05/		05/26/24	1	1 \$100.0		0.00						
N22 WMLW	05/14/2	24 05/14/24	•	930p-10		- 1	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
Sto	rt Date	End Date	M-F 9pm News - 1hr Weekdays Spots/We	`	l-10:00 PI e Rat	. '						
Week: 05/		05/20/24	- 1	1 \$100.0		0.00						
N23 WMLW	05/15/2	24 05/15/24	•	930p-10		1	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
01-	D 1 -	F. d Data	M-F 9pm News - 1hr		l-10:00 PI							
<u>Sta</u> Week: 05/	rt Date /15/24	End Date 05/21/24	Weekdays Spots/We	<u>k Rat</u> 1 \$100.0		o.00						
N24 WMLW		24 05/16/24	M-F 9pm News CM	930p-10		1	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
			M-F 9pm News - 1hr	`	-10:00 PI	. '						
<u>Sta</u> Week: 05/	rt Date /16/24	End Date 05/22/24	Weekdays Spots/We	<u>k</u> <u>Rat</u> 1 \$100.0		ing 0.00						
			M-F 9pm News CM	930p-10		1	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
			M-F 9pm News - 1hr	(9:30 PM	-10:00 PI	M)						
Sta Week: 05/	rt Date	End Date 05/23/24	Weekdays Spots/We	<u>k Rat</u> 1 \$100.0		<u>ing</u> ).00						
			M-F 9pm News CM	930p-10		1	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
			M-F 9pm News - 1hr		-10:00 PI			-	***************************************			*************
	rt Date	End Date	Weekdays Spots/We									
Week: 05/ N27 WMLW		05/26/24	-	1 \$100.0 9p-930	0 (	).00 1-	:30	1	\$150.00 P-2	0.00 NM	1	\$150.00
INZ/ VVIVILVV	03/10/2	.4 03/10/24	Sat-Sun 9pm News - 1hr	•	-9:30 PM		.50	'	φ130.001 -2	O.OO INIVI		ψ130.00
	rt Date	End Date	Weekdays Spots/We	_								
Week: 05/		05/24/24	1-	1 \$150.0		0.00			\$450.00 D.0	0.00.104		<b>#450.00</b>
N28 WMLW	05/18/2	4 05/18/24	Sat-Sun 9pm News CM Sat-Sun 9pm News - 1hr	930p-10 (9:30 PM	P  -10:00 PI	1- M)	:30	1	\$150.00 P-2	0.00 NM	1	\$150.00
Sta	rt Date	End Date	Weekdays Spots/We									
Week: 05/		05/24/24	1-	1 \$150.0		0.00						_
									•	Totals	28	\$2 100 00