

ORDER



WMLW-TV

Orders
Order / Rev: 458518
Alt Order #: 10783479
Product Desc: BIDEN FOR PRESIDENT
Estimate: 11802
Flight Dates: 06/04/24 - 06/10/24
Original Date / Rev: 06/03/24 / 06/03/24
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	06/10/24	36	\$3,000.00	\$2,550.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2024	36	\$3,000.00	\$2,550.00	0.00
Totals	36	\$3,000.00	\$2,550.00	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%	\$3,000.00
Market	100%	\$150,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	2%	\$3,000.00
WCGV	0%	\$0.00
WDJT	20%	\$30,000.00
WISN	32%	\$48,000.00
WITI	24%	\$36,000.00
WPXE	0%	\$0.00
WTMJ	20%	\$30,000.00
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	06/08/24	06/08/24	CBS 58 Wknd News 5p-5M Sat News	CM	Sat 5p-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: 06/08/24	06/14/24	-----2-		2		\$50.00		0.00					
N 2	WMLW	06/04/24	06/04/24		CM	9p-930p	-2-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00

Order / Rev: 458518
 Alt Order #: 10783479
 Flight Dates: 06/04/24 - 06/10/24

Advertiser: Poli/J Biden/D/Pre/US
 Product Desc: BIDEN FOR PRESIDENT
 Estimate: 11802
WMLW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9pm News											
				M-F 9pm News - 1hr		(9:00 PM-9:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/04/24	06/10/24	- 2 - - - - -	2	\$100.00	0.00								
N 3	WMLW	06/05/24	06/05/24	M-F 9pm News	CM	9p-930p	-- 2 - - - -	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
				M-F 9pm News - 1hr		(9:00 PM-9:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/05/24	06/11/24	-- 2 - - - -	2	\$100.00	0.00								
N 4	WMLW	06/06/24	06/06/24	M-F 9pm News	CM	9p-1930p	- - - 2 - - -	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
				M-F 9pm News - 1hr		(9:00 PM-9:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/06/24	06/12/24	- - - 2 - - -	2	\$100.00	0.00								
N 5	WMLW	06/07/24	06/07/24	M-F 9pm News	CM	9p-930p	- - - - 2 - -	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
				M-F 9pm News - 1hr		(9:00 PM-9:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/07/24	06/13/24	- - - - 2 - -	2	\$100.00	0.00								
N 6	WMLW	06/10/24	06/10/24	M-F 9pm News	CM	9p-930p	2 - - - - -	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
				M-F 9pm News - 1hr		(9:00 PM-9:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/10/24	06/16/24	2 - - - - -	2	\$100.00	0.00								
N 7	WMLW	06/04/24	06/04/24	M-F 9pm News	CM	930p-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>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/04/24	06/10/24	- 2 - - - - -	2	\$100.00	0.00								
N 8	WMLW	06/05/24	06/05/24	M-F 9pm News	CM	930p-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>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/05/24	06/11/24	- - 2 - - - -	2	\$100.00	0.00								
N 9	WMLW	06/06/24	06/06/24	M-F 9pm News	CM	930-10P	- - - T - - -	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				M-F 9pm News - 1hr		(9:30 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/06/24	06/12/24	- - - T - - -	1	\$100.00	0.00								
N 10	WMLW	06/07/24	06/07/24	M-F 9pm News	CM	9300P	- - - - 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>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/07/24	06/13/24	- - - - 2 - -	2	\$100.00	0.00								
N 11	WMLW	06/10/24	06/10/24	M-F 9pm News	CM	930p-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>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/10/24	06/16/24	2 - - - - -	2	\$100.00	0.00								
N 12	WMLW	06/08/24	06/08/24	Sat-Sun 9pm News	CM	9p-930p	- - - - - 2 -	:30	2	\$75.00	P-2	0.00	NM	2	\$150.00
				Sat-Sun 9pm News - 1hr		(9:00 PM-9:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/08/24	06/14/24	- - - - - 2 -	2	\$75.00	0.00								
N 13	WMLW	06/08/24	06/08/24	Sat-Sun 9pm News	CM	930p-10P	- - - - - 2 -	:30	2	\$75.00	P-2	0.00	NM	2	\$150.00
				Sat-Sun 9pm News - 1hr		(9:30 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/08/24	06/14/24	- - - - - 2 -	2	\$75.00	0.00								
N 14	WMLW	06/09/24	06/09/24	Sat-Sun 9pm News	CM	9p-930p	- - - - - 2	:30	2	\$75.00	P-2	0.00	NM	2	\$150.00
				Sat-Sun 9pm News - 1hr		(9:00 PM-9:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/09/24	06/15/24	- - - - - 2	2	\$75.00	0.00								
N 15	WMLW	06/04/24	06/10/24	M-F 9pm News	CM	930p-10P	- TWTF - -	:30	4	\$100.00	P-3	0.00	NM	4	\$400.00
				M-F 9pm News - 1hr		(9:30 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/04/24	06/10/24	- TWTF - -	4	\$100.00	0.00								
N 16	WMLW	06/04/24	06/10/24	M-F 7p-8p	CM	7p-8p	- TWTF - -	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
				Dateline / 7p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

Order / Rev: 458518
 Alt Order #: 10783479
 Flight Dates: 06/04/24 - 06/10/24

Advertiser: Poli/J Biden/D/Pre/US
 Product Desc: BIDEN FOR PRESIDENT
 Estimate: 11802

WMLW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/24	06/10/24	- TWTF - -		1				\$50.00		0.00			
N17	WMLW	06/04/24	06/10/24	CBS58 Morning News @7am CBS58 Morning News @7am	@CM	7am-8am	MTWTF - -	:30	4	\$25.00	P-3	0.00	NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/04/24	06/10/24	MTWTF - -		4				\$25.00		0.00			
Totals													36	\$3,000.00	