

ORDER



WMLW-TV

Orders
Order / Rev: 457600
Alt Order #: 10778230
Product Desc: BIDEN FOR PRESIDENT
Estimate: 11711
Flight Dates: 05/07/24 - 05/13/24
Original Date / Rev: 05/06/24 / 05/06/24
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	05/12/24	7	\$1,500.00	\$1,275.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	7	\$1,500.00	\$1,275.00	0.00
Totals	7	\$1,500.00	\$1,275.00	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%	\$1,500.00
Market	100%	\$150,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WDJT	22%	\$33,000.00
WISN	32%	\$48,000.00
WITI	25%	\$37,500.00
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	05/09/24	05/09/24	M-F 5p-6p Young Sheldon	CM	5pm- 530pm (5:00 PM-5:30 PM)	--- 1---	1:00	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: 05/09/24	05/15/24	--- 1---		1		\$100.00		0.00					
N 2	WMLW	05/11/24	05/11/24		CM	Sat 5p-530p	----- 1-	1:00	1	\$100.00	P-3	0.00	NM	1	\$100.00

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WMLW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS 58 Wknd News 5p/5: Sat News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/11/24	05/17/24	-----1-		1				\$100.00		0.00			
N 3	WMLW	05/08/24	05/08/24	M-F 9pm News	CM	9p-930p	--1----	1:00	1	\$200.00	P-3	0.00	NM	1	\$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: 05/08/24	05/14/24	--1----		1				\$200.00		0.00			
N 4	WMLW	05/07/24	05/07/24	M-F 9pm News	CM	930p-10P	-1-----	1:00	1	\$200.00	P-3	0.00	NM	1	\$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: 05/07/24	05/13/24	-1-----		1				\$200.00		0.00			
N 5	WMLW	05/11/24	05/11/24	Sat-Sun 9pm News	CM	9p-930p	-----1-	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00
				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: 05/11/24	05/17/24	-----1-		1				\$300.00		0.00			
N 6	WMLW	05/11/24	05/11/24	Sat-Sun 9pm News	CM	930p-10P	-----1-	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00
				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: 05/11/24	05/17/24	-----1-		1				\$300.00		0.00			
N 7	WMLW	05/12/24	05/12/24	Sat-Sun 9pm News	CM	9p-930p	-----1	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00
				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: 05/12/24	05/18/24	-----1		1				\$300.00		0.00			
Totals													7	\$1,500.00	