

# ORDER



Cleveland WJW

**Orders**  
**Order / Rev:** 4430233  
**Alt Order #:** 28389522  
**Product Desc:** Political  
**Estimate:** 1470  
**Flight Dates:** 04/09/24 - 04/15/24  
**Original Date / Rev:** 04/08/24 / 04/08/24  
**Order Type:** REG

**Primary AE:** Katz Political  
**Sales Office:** K-POL  
**Sales Region:** Nat

**Agency Name:** Grassroots Media LLC  
**Buying Contact:** Mike D'Ettorre  
**Billing Contact:**  
 146 Montgomery Avenue  
 Bala Cynwyd, PA 19004

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM  
**Agency Commission:** 15%

**Advertiser Name:** POL/Sherrod Brown/US Senate/OH/D  
**Demographic:** A35+  
**Product Codes:** PL11  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P5

**Order Brand:**  
**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
04/01/24	04/28/24	34	\$38,700.00	\$32,895.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	34	\$38,700.00	\$32,895.00	0.00
<b>Totals</b>	<b>34</b>	<b>\$38,700.00</b>	<b>\$32,895.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Political			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
Cleveland WJW	35%	\$38,700.00
Market	100%	\$110,571.43

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
EJW	0%	\$0.00
UNKWN	65%	\$71,871.43
WBNX	0%	\$0.00
WDLI	0%	\$0.00
WEAO	0%	\$0.00
WEWS	0%	\$0.00
WGGN	0%	\$0.00
WKYC	0%	\$0.00
WMFD	0%	\$0.00
WOAC	0%	\$0.00
WOIO	0%	\$0.00
WQHS	0%	\$0.00
WUAB	0%	\$0.00
WVIZ	0%	\$0.00
WVPX	0%	\$0.00

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 Estimate: 1470  
**Cleveland WJW**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WJW	04/09/24	04/09/24	M-F 8a-9a 8:00 AM-8:30 AM	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-T-----	:30	1	\$1,400.00	P3	0.00	NM	1	\$1,400.00
		FOX 8 News at 8AM-830AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	-T-----		1				\$1,400.00		0.00			
N 2	WJW	04/10/24	04/10/24	M-F 8a-9a 8:00 AM-8:30 AM	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	--W----	:30	1	\$1,400.00	P3	0.00	NM	1	\$1,400.00
		FOX 8 News at 8AM-830AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	--W----		1				\$1,400.00		0.00			
N 3	WJW	04/11/24	04/11/24	M-F 8a-9a 8:00 AM-8:30 AM	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	---T---	:30	1	\$1,400.00	P3	0.00	NM	1	\$1,400.00
		FOX 8 News at 8AM-830AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	---T---		1				\$1,400.00		0.00			
N 4	WJW	04/12/24	04/12/24	M-F 8a-9a 8:00 AM-8:30 AM	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	----F--	:30	1	\$1,400.00	P3	0.00	NM	1	\$1,400.00
		FOX 8 News at 8AM-830AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	----F--		1				\$1,400.00		0.00			
N 5	WJW	04/15/24	04/15/24	M-F 8a-9a 8:00 AM-8:30 AM	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	M-----	:30	1	\$1,400.00	P3	0.00	NM	1	\$1,400.00
		FOX 8 News at 8AM-830AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/15/24	04/21/24	M-----		1				\$1,400.00		0.00			
N 6	WJW	04/09/24	04/09/24	M-F 6a-7a 6:30 AM-7:00 AM	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-T-----	:30	1	\$1,400.00	P3	0.00	NM	1	\$1,400.00
		FOX 8 News in the Morning 630AM-7AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	-T-----		1				\$1,400.00		0.00			
N 7	WJW	04/10/24	04/10/24	M-F 6a-7a 6:30 AM-7:00 AM	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	--W----	:30	1	\$1,400.00	P3	0.00	NM	1	\$1,400.00
		FOX 8 News in the Morning 630AM-7AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	--W----		1				\$1,400.00		0.00			
N 8	WJW	04/11/24	04/11/24	M-F 6a-7a 6:30 AM-7:00 AM	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	---T---	:30	1	\$1,400.00	P3	0.00	NM	1	\$1,400.00
		FOX 8 News in the Morning 630AM-7AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	---T---		1				\$1,400.00		0.00			
N 9	WJW	04/12/24	04/12/24	M-F 6a-7a 6:30 AM-7:00 AM	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	----F--	:30	1	\$1,400.00	P3	0.00	NM	1	\$1,400.00
		FOX 8 News in the Morning 630AM-7AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	----F--		1				\$1,400.00		0.00			
N 10	WJW	04/15/24	04/15/24	M-F 6a-7a 6:30 AM-7:00 AM	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M-----	:30	1	\$1,400.00	P3	0.00	NM	1	\$1,400.00
		FOX 8 News in the Morning 630AM-7AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/15/24	04/21/24	M-----		1				\$1,400.00		0.00			
N 11	WJW	04/09/24	04/09/24	M-F 3p-4p 3:00 PM-3:30 PM	CM	3:00 PM-3:30 PM (3:00 PM-3:30 PM)	-T-----	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
		Judge Judy													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	-T-----		1				\$400.00		0.00			
N 12	WJW	04/11/24	04/11/24	M-F 3p-4p 3:00 PM-3:30 PM	CM	3:00 PM-3:30 PM (3:00 PM-3:30 PM)	---T---	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
		Judge Judy													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	---T---		1				\$400.00		0.00			
N 13	WJW	04/15/24	04/15/24		CM	3:00 PM-3:30 PM	M-----	:30	1	\$400.00	P4	0.00	NM	1	\$400.00

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 Alt Order #: 28389522  
 Flight Dates: 04/09/24 - 04/15/24

Advertiser: POL/Sherrod Brown/US Senate/OH/Derr  
 Product Desc: Political  
 Estimate: 1470  
**Cleveland WJW**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3p-4p 3:00 PM-3:30 PM		(3:00 PM-3:30 PM)									
Judge Judy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	M-----		1				\$400.00		0.00			
N 14	WJW	04/10/24	04/10/24	M-F 3p-4p 3:30 PM-4:00 PM	CM	3:30 PM-4:00 PM (3:30 PM-4:00 PM)	--W----	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
Judge Judy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/08/24	04/14/24	--W----		1				\$400.00		0.00			
N 15	WJW	04/12/24	04/12/24	M-F 3p-4p 3:30 PM-4:00 PM	CM	3:30 PM-4:00 PM (3:30 PM-4:00 PM)	----F--	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
Judge Judy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/08/24	04/14/24	----F--		1				\$400.00		0.00			
N 16	WJW	04/09/24	04/09/24	M-F 5p-6p 5:30 PM-6:00 PM	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	-T-----	:30	1	\$900.00	P5	0.00	NM	1	\$900.00
FOX 8 News at 530PM-6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/08/24	04/14/24	-T-----		1				\$900.00		0.00			
N 17	WJW	04/10/24	04/10/24	M-F 5p-6p 5:30 PM-6:00 PM	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	--W----	:30	1	\$900.00	P5	0.00	NM	1	\$900.00
FOX 8 News at 530PM-6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/08/24	04/14/24	--W----		1				\$900.00		0.00			
N 18	WJW	04/11/24	04/11/24	M-F 5p-6p 5:30 PM-6:00 PM	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	---T---	:30	1	\$900.00	P5	0.00	NM	1	\$900.00
FOX 8 News at 530PM-6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/08/24	04/14/24	---T---		1				\$900.00		0.00			
N 19	WJW	04/12/24	04/12/24	M-F 5p-6p 5:30 PM-6:00 PM	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	----F--	:30	1	\$900.00	P5	0.00	NM	1	\$900.00
FOX 8 News at 530PM-6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/08/24	04/14/24	----F--		1				\$900.00		0.00			
N 20	WJW	04/15/24	04/15/24	M-F 5p-6p 5:30 PM-6:00 PM	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	M-----	:30	1	\$900.00	P5	0.00	NM	1	\$900.00
FOX 8 News at 530PM-6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	M-----		1				\$900.00		0.00			
N 21	WJW	04/09/24	04/09/24	M-F 6p-7p 6:00 PM-6:30 PM	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-T-----	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
FOX 8 News at 6PM-630PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/08/24	04/14/24	-T-----		1				\$1,500.00		0.00			
N 22	WJW	04/10/24	04/10/24	M-F 6p-7p 6:00 PM-6:30 PM	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	--W----	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
FOX 8 News at 6PM-630PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/08/24	04/14/24	--W----		1				\$1,500.00		0.00			
N 23	WJW	04/11/24	04/11/24	M-F 6p-7p 6:00 PM-6:30 PM	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	---T---	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
FOX 8 News at 6PM-630PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/08/24	04/14/24	---T---		1				\$1,500.00		0.00			
N 24	WJW	04/12/24	04/12/24	M-F 6p-7p 6:00 PM-6:30 PM	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	----F--	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
FOX 8 News at 6PM-630PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/08/24	04/14/24	----F--		1				\$1,500.00		0.00			
N 25	WJW	04/15/24	04/15/24		CM	6:00 PM-6:30 PM	M-----	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00

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 Alt Order #: 28389522  
 Flight Dates: 04/09/24 - 04/15/24

Advertiser: POL/Sherrod Brown/US Senate/OH/Derr  
 Product Desc: Political  
 Estimate: 1470  
**Cleveland WJW**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 6p-7p 6:00 PM-6:30 PM		(6:00 PM-6:30 PM)										
				FOX 8 News at 6PM-630PM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 04/15/24	04/21/24	M-----	1	\$1,500.00	0.00									
N 26	WJW	04/09/24	04/09/24	M-Su 10p-11p 10:00 PM-10:30 PM	CM	10:00 PM-10:30 PM	PI-T-----	:30	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00	
				FOX 8 News at 10PM-1030PM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 04/08/24	04/14/24	-T-----	1	\$1,300.00	0.00									
N 27	WJW	04/10/24	04/10/24	M-Su 10p-11p 10:00 PM-10:30 PM	CM	10:00 PM-10:30 PM	PI--w----	:30	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00	
				FOX 8 News at 10PM-1030PM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 04/08/24	04/14/24	--w----	1	\$1,300.00	0.00									
N 28	WJW	04/11/24	04/11/24	M-Su 10p-11p 10:00 PM-10:30 PM	CM	10:00 PM-10:30 PM	PI---T---	:30	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00	
				FOX 8 News at 10PM-1030PM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 04/08/24	04/14/24	---T---	1	\$1,300.00	0.00									
N 29	WJW	04/12/24	04/12/24	M-Su 10p-11p 10:00 PM-10:30 PM	CM	10:00 PM-10:30 PM	PI----F--	:30	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00	
				FOX 8 News at 10PM-1030PM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 04/08/24	04/14/24	----F--	1	\$1,300.00	0.00									
N 30	WJW	04/15/24	04/15/24	M-Su 10p-11p 10:00 PM-10:30 PM	CM	10:00 PM-10:30 PM	PI-----S	:30	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00	
				FOX 8 News at 10PM-1030PM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 04/15/24	04/21/24	M-----	1	\$1,300.00	0.00									
N 31	WJW	04/14/24	04/14/24	M-Su 10p-11p 10:00 PM-10:30 PM	CM	10:00 PM-10:30 PM	PI-----S	:30	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00	
				FOX 8 News at 10PM-1030PM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 04/08/24	04/14/24	-----S	1	\$1,300.00	0.00									
N 32	WJW	04/13/24	04/13/24	M-Su 10p-11p 10:00 PM-10:30 PM	CM	10:00 PM-10:30 PM	PI-----S-	:30	1	\$1,300.00	P4	0.00	NM	1	\$1,300.00	
				FOX 8 News at 10PM-1030PM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 04/08/24	04/14/24	-----S-	1	\$1,300.00	0.00									
N 33	WJW	04/14/24	04/14/24	Su 9a-10a 9:00 AM-10:00 AM	CM	9:00 AM-10:00 AM	AM-----S	:30	1	\$800.00	P3	0.00	NM	1	\$800.00	
				FOX 8 Sunday Morning News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 04/08/24	04/14/24	-----S	1	\$800.00	0.00									
N 34	WJW	04/13/24	04/13/24	Sa 9a-10a 9:00 AM-10:00 AM	CM	9:00 AM-10:00 AM	AM-----S-	:30	1	\$800.00	P3	0.00	NM	1	\$800.00	
				FOX 8 Saturday Morning News 8AM-830AM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
		Week: 04/08/24	04/14/24	-----S-	1	\$800.00	0.00									
													Totals	34	\$38,700.00	