ORDER

Orders Order / Rev: 2912483 WOC14648911 Alt Order #: Product Desc: 2024 President Elections WZZM 11741 Estimate: 05/14/24 - 05/20/24 Flight Dates: Primary AE: Kristen Waskie 05/13/24 / 05/14/24 Sales Office: Original Date / Rev: **TSPHI** Order Type: General Sales Region: NAT Media Buying & Analytics LLC / POL Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 2020 Howell Mill Road NW Suite D-348 Billing Cycle: EOM/EOC Atlanta, GA 30318 Agency Commission: 15% Advertiser Name: POL/ Joe Biden / D / President / US Demographic: A25-54 New Business End: **Product Codes:** PL-Candidate: Presidential (LUR) Advertiser External ID: 147415

Rill Plan

| Dill I lall | | | | |
|-------------|----------|---------|--------------|-------------|
| Start Date | End Date | # Spots | Gross Amount | Net Amount |
| 04/29/24 | 05/20/24 | 48 | \$18,875.00 | \$16,043.75 |

AGY

P04

(POL) Political

(POL) Candidate

Totals

Agency External ID:

Order Separation:

Unit Code:

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------|---------|--------------|-------------|--------|
| May 2024 | 48 | \$18,875.00 | \$16,043.75 | 0.00 |
| Totals | 48 | \$18.875.00 | \$16.043.75 | 0.00 |

50530AG

General

00:30:00

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kristen Waskie | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| WZZM | 15% | \$18,875.00 |
| Market | 100% | \$125,833,33 |

Revenue Code 1:

Revenue Code 2:

Revenue Code 3:

Priority:

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| EWMT | 6% | \$7,550.00 |
| UNKWN | 0% | \$0.00 |
| WOOD | 27% | \$33,975.00 |
| WOTV | 3% | \$3,775.00 |
| WWMT | 28% | \$35,233.33 |
| WXMI | 21% | \$26,425.00 |
| WXSP | 0% | \$0.00 |
| WZPX | 0% | \$0.00 |

| L | n Ch | Start | End | Inventory Code | Break | Start/End Ti | me Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|---|-----------|------------|-----------|--------------------|------------|--------------|---------|--------|-----|--------------|----------|-------|------------|
| Ν | 1 WZZM | 05/14/24 | 05/20/24 | Local News @ 430 | a M-FCM | 430-5a | 11111 | :30 | 5 | \$135.00 P02 | 0.00 NM | 5 | \$675.00 |
| | | | | WZZM News At 43 | 80A | | | | | | | | |
| | Q2 EST | -CS (sell) | - GRAND I | RAPIDS-KALMZOO- | B.CRK | | | | | | | | |
| | Sta | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| | Week: 05/ | 14/24 | 05/20/24 | 11111 | 5 | \$135.00 | 0.00 | | | | | | |
| N | 2 WZZM | 05/14/24 | 05/20/24 | Access Daily 9-10a | CM | 9-10a | 11111 | :30 | 5 | \$225.00 P02 | 0.00 NM | 5 | \$1,125.00 |
| | | | | Access Daily | | | | | | | | | |

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Order / Rev: 2912483 Advertiser: POL/ Joe Biden / D / President / US

Alt Order #: WOC14648911 Product Desc: 2024 President Elections WZZM

Flight Dates: 05/14/24 - 05/20/24 Estimate: 11741

| Ln Ch | Start | End | Inventory Code | Break | Start/End | Time Days | s Len | Spots | Rate Pri | Rtg Type | Spots | Amount |
|-----------------------|-----------------------|----------------------|---|-----------------------|----------------------|----------------|---------|-------|---------------------------|--------------|----------|----------------|
| | | | RAPIDS-KALMZO | | | | | | | 9 .) [- | • | |
| Sta Week: 05 | art Date /14/24 | End Date 05/20/24 | <u>Weekdays</u> 11111 | Spots/Week 5 | Rate \$225.00 | Rating 0.00 | | | | | | |
| N 3 WZZM | 05/14/2 | 4 05/20/24 | Judge Judy 10-1 | 030a CM | 10-1030a | 11111 | :30 |) 5 | \$225.00 P02 | 0.00 NM | 5 | \$1,125.00 |
| Q2 ES1 | Γ-CS (sel | l) - GRAND I | Judge Judy RAPIDS-KALMZO | O-B.CRK | | | | | | | | |
| Sta | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 05/ N 4 WZZM | | 05/20/24 | 11111 Judge Judy 1030 | 5 | \$225.00 1030-11a | 0.00 | :30 |) 5 | \$225.00 P02 | 2 0 00 NM | 5 | \$1,125.00 |
| | | | Judge Judy Judge Judy RAPIDS-KALMZO | | 1030-11a | 11111 | 50 | , , | φ223.00 F02 | . 0.00 INIVI | | φ1,123.00 |
| _ | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 05/ | - | 05/20/24 | 11111 | 5 | \$225.00 | 0.00 | | | | | | |
| N 5 WZZM | 05/14/2 | 24 05/20/24 | The View The View | CM | 11a-12n | 11111 | :30 | 5 | \$250.00 P03 | 0.00 NM | 5 | \$1,250.00 |
| Q2 ES1 | Γ-CS (sel | l) - GRAND | RAPIDS-KALMZO | O-B.CRK | | | | | | | | |
| Sta Week: 05 | art Date | End Date 05/20/24 | <u>Weekdays</u> 11111 | Spots/Week 5 | Rate \$250.00 | Rating 0.00 | | | | | | |
| N 6 WZZM | | | | | 330-4p | 11111 | :30 |) 5 | \$300.00 P02 | 2 0.00 NM | 5 | \$1,500.00 |
| | | | Hot Bench | • | | | | | , | | | * , |
| | Γ-CS (sel art Date | | RAPIDS-KALMZO | O-B.CRK Spots/Week | Pata | Pating | | | | | | |
| Week: 05 | | End Date 05/20/24 | <u>Weekdays</u> 11111 | <u>5pois/week</u> | Rate \$300.00 | Rating 0.00 | | | | | | |
| N 7 WZZM | 05/14/2 | 4 05/20/24 | Local News @ 6 | M-F CM | 6-630p | 11111 | :30 |) 5 | \$1,250.00 P02 | 0.00 NM | 5 | \$6,250.00 |
| 02 ES1 | T-CS (cal | I) - GRAND I | WZZM News At RAPIDS-KALMZO | | | | | | | | | |
| | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 05 | /14/24 | 05/20/24 | 11111 | 5 | \$1,250.00 | 0.00 | | | | | <u> </u> | |
| N 8 WZZM | 05/14/2 | 4 05/18/24 | Local News @ 63 | • | 630p | | 1- :30 |) 1 | \$750.00 P02 | 0.00 NM | 1 | \$750.00 |
| Q2 ES1 | Γ-CS (sel |) - GRAND | WZZM News At RAPIDS-KALMZO | | • | | | | | | | |
| Sta | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 05/ | | 05/19/24 | 1- | 1 20 - Cu CM | \$750.00 | 0.00 | 1 .00 | | \$850.00 P02 | 0 00 NIM | | #050.00 |
| IN 9 VVZZIVI | 05/14/2 | 4 05/19/24 | Local News @ 63 WZZM News At | • | 630-7p | | - 1 :30 |) 1 | φοου.υυ Pu2 | U.UU INIVI | 1 | \$850.00 |
| | • | · | RAPIDS-KALMZO | | _ | | | | | | | |
| Sta Week: 05/ | art Date /13/24 | End Date 05/19/24 | <u>Weekdays</u> 1 | Spots/Week 1 | Rate \$850.00 | Rating 0.00 | | | | | 1 | |
| N10 WZZM | | | ET 7-730p | CM | 7-730p | 111 | :30 |) 3 | \$850.00 P02 | 2 0.00 NM | 3 | \$2,550.00 |
| 00.50 | | n, 054ND | Entertainment To | | | | | | | | | |
| | rt Date | End Date | RAPIDS-KALMZO Weekdays | O-B.CRK Spots/Week | Rate | Rating | | | | | 1 | |
| Week: 05 | | 05/20/24 | 111 | 3 | \$850.00 | 0.00 | | | | | | |
| N11 WZZM | 05/14/2 | 4 05/18/24 | Local News @ 7a | | 7-8a | | 1- :30 |) 1 | \$300.00 P02 | 0.00 NM | 1 | \$300.00 |
| Q2 FS1 | Γ-CS (sel | I) - GRAND I | WZZM News At RAPIDS-KALMZO | | | | | | | | | |
| | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 05/ | | 05/19/24 | 1- | 1 | \$300.00 | 0.00 | | | | | <u> </u> | |
| N12 WZZM | 05/14/2 | 24 05/19/24 | Local News @ 7a WZZM News At | | 7-8a | | - 1 :30 |) 1 | \$300.00 P02 | 2 0.00 NM | 1 | \$300.00 |
| Q2 ES1 | Γ-CS (sel |) - GRAND | RAPIDS-KALMZO | • | | | | | | | | |
| | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 05/ | | 05/19/24 | Local News @ 9a | a Su CM | \$300.00 9-10a | 0.00 | - 1 :30 |) 1 | \$400.00 P02 | 2 0 00 NM | | \$400.00 |
| IN IO VVZZIVI | 00/14/2 | 05/15/24 | WZZM News At | | J-10a | | 1 .50 | , 1 | ψ τ ου.ου 1°02 | . O.OO INIVI | ' | Ψ+00.00 |
| _ | | | RAPIDS-KALMZO | | 5. | 5 .: | | | | | | |
| Sta Week: 05/ | art Date /13/24 | End Date 05/19/24 | <u>Weekdays</u> 1 | Spots/Week 1 | Rate \$400.00 | Rating 0.00 | | | | | | |
| | | | Local News @ 5a | | 5-530a | 11111 | :30 |) 5 | \$135.00 P03 | 0.00 NM | · 5 | \$675.00 |
| 00 503 | r CC (act | I) CDAND | Local News @ 5 RAPIDS-KALMZO | | | | | | | | | |
| Q2 E31 | -C3 (SEI |) - GRAND | IVAT IDO-NALIVIZO | O-D.CKK | | | | | | | • | |

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Order / Rev: 2912483 Advertiser: POL/ Joe Biden / D / President / US

Alt Order #: WOC14648911 Product Desc: 2024 President Elections WZZM

Flight Dates: 05/14/24 - 05/20/24 Estimate: 11741

| Ln Ch Start | End | Inventory Code | Break | Start/End | Time | Days | Len Spots | Rate | Pri | Rtg Type | Spots | Amount |
|---------------------------|----------------------|--------------------------|--------------|------------------|--------------|----------|-----------|------|-----|----------|-------|--------|
| Start Date Week: 05/14/24 | End Date 05/20/24 | <u>Weekdays</u> 11111 | Spots/Week 5 | Rate \$135.00 | Ratin 0.0 | <u> </u> | | | | | | |

Totals 48 \$18,875.00