

ORDER



Orders
Order / Rev: 1289002
Alt Order #: WOC14651650
Product Desc: AB PAC
Estimate: 6773
Flight Dates: 05/20/24 - 06/02/24
Original Date / Rev: 05/15/24 / 05/15/24
Order Type: GENERAL

WGBA
Primary AE: Matthew Mulzoff
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Amplify Media
Buying Contact:
Billing Contact: Amplify Media AP
 PO Box 6
 Franklin, IL 60131

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

Advertiser
Name: AB PAC
Demographic: A35-54
Product Codes: Non-Ballot Issue
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-1

New Business End:
Advertiser External ID: 261167
Agency External ID: 101368
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/26/24	8	\$4,800.00	\$4,080.00
05/27/24	05/31/24	8	\$5,500.00	\$4,675.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	8	\$4,800.00	\$4,080.00	0.00
June 2024	8	\$5,500.00	\$4,675.00	0.00
Totals	16	\$10,300.00	\$8,755.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Mulzoff	EWSDC	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WGBA	05/27/24	05/31/24	M-F 7-9am Today Show M-F 7-9am Today Show	CM	7-9am	MTWTF--	1:00	1	\$400.00	P-1	0.00	NM	1	\$400.00
(Program: TODAY SHW) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/27/24	06/02/24	MTWTF--	1	\$400.00	0.00								
N 2	WGBA	05/27/24	05/31/24	M-F 5pm NBC 26 News M-F 5pm NBC 26 News	CM	5-530pm	MTWTF--	1:00	2	\$400.00	P-1	0.00	NM	2	\$800.00
(Program: NBC26 NEWS-5) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/27/24	06/02/24	MTWTF--	2	\$400.00	0.00								
N 3	WGBA	05/27/24	05/31/24	M-F 6pm NBC 26 News M-F 6pm NBC 26 News	CM	6-630pm	MTWTF--	1:00	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
(Program: NBC26 NEWS-6) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/27/24	06/02/24	MTWTF--	2	\$600.00	0.00								
N 4	WGBA	05/27/24	05/28/24	Tuesday Prime A Tuesday NBC Prime A	CM	7-8p/7-9p	-T-----	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
(Program: AMERICA'S GOT TALENT PREMIERE) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON															

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WGBA

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:		05/27/24	06/02/24	-T-----		1				\$1,200.00		0.00			
N 5	WGBA	05/20/24	05/21/24	Tuesday Prime B Tuesday NBC Prime B	CM	8-9p/8-10p	-T-----	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		(Program: THE VOICE FINALE PT 2) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-T-----		1				\$1,200.00		0.00			
N 6	WGBA	05/27/24	05/28/24	Tuesday Prime C Tuesday NBC Prime C	CM	9-10pm	-T-----	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		(Program: PASSWORD) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/27/24	06/02/24	-T-----		1				\$1,200.00		0.00			
N 7	WGBA	05/27/24	05/31/24	M-F 10pm NBC 26 News M-F 10pm NBC 26 News	CM	10-1035pm	MTWTF--	1:00	1	\$700.00	P-1	0.00	NM	1	\$700.00
		(Program: NBC26 NEWS-10) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/27/24	06/02/24	MTWTF--		1				\$700.00		0.00			
N 8	WGBA	05/20/24	05/24/24	M-F 7-9am Today Show M-F 7-9am Today Show	CM	7-9am	-TWTF--	1:00	2	\$400.00	P-1	0.00	NM	2	\$800.00
		(Program: TODAY SHW) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-TWTF--		2				\$400.00		0.00			
N 9	WGBA	05/20/24	05/24/24	M-F 5pm NBC 26 News M-F 5pm NBC 26 News	CM	5-530pm	-TWTF--	1:00	2	\$400.00	P-1	0.00	NM	2	\$800.00
		(Program: NBC26 NEWS-5) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-TWTF--		2				\$400.00		0.00			
N 10	WGBA	05/20/24	05/24/24	M-F 6pm NBC 26 News M-F 6pm NBC 26 News	CM	6-630pm	-TWTF--	1:00	1	\$600.00	P-1	0.00	NM	1	\$600.00
		(Program: NBC26 NEWS-6) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-TWTF--		1				\$600.00		0.00			
N 11	WGBA	05/20/24	05/24/24	M-F 10pm NBC 26 News M-F 10pm NBC 26 News	CM	10-1035pm	-TWTF--	1:00	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		(Program: NBC26 NEWS-10) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-TWTF--		2				\$700.00		0.00			
													Totals	16	\$10,300.00