

# ORDER



**Orders**  
**Order / Rev:** 4464015  
**Alt Order #:** 28400098  
**Product Desc:** 2024 President Elect  
**Estimate:** 11746  
**Flight Dates:** 05/14/24 - 05/20/24  
**Original Date / Rev:** 05/13/24 / 05/13/24  
**Order Type:** REG

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

**Agency Name:** Media Buying and Analytics  
**Buying Contact:**  
**Billing Contact:**  
 4355 Cobb Parkway SE  
 Atlanta, GA 30339

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

**Advertiser Name:** POL/Joe Biden/President/US/Dem  
**Demographic:** HH  
**Product Codes:** PL10  
**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:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/26/24	85	\$15,915.00	\$13,527.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	85	\$15,915.00	\$13,527.75	0.00
<b>Totals</b>	<b>85</b>	<b>\$15,915.00</b>	<b>\$13,527.75</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%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTMJ	05/15/24	05/20/24	WTMJ News at 5am WTMJ News at 5am	CM	M-F 5a-530a	1-111--	:30	4	\$65.00	P4	0.00	NM	4	\$260.00
WTMJ NEWS 5A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/13/24	05/19/24	--111--			3		\$65.00			0.00			
Week:		05/20/24	05/26/24	1-----			1		\$65.00			0.00			
N 5	WTMJ	05/14/24	05/20/24	WTMJ News at 5:30am WTMJ News at 5:30am	CM	M-F 530a-6a	1-111--	:30	4	\$75.00	P4	0.00	NM	4	\$300.00
WTMJ NEWS 530A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/13/24	05/19/24	--111--			3		\$75.00			0.00			
Week:		05/20/24	05/26/24	1-----			1		\$75.00			0.00			
N 9	WTMJ	05/14/24	05/20/24	WTMJ News at 6am M-FCM WTMJ News at 6am M-F	CM	M-F 6a-630a	111-1--	:30	4	\$160.00	P4	0.00	NM	4	\$640.00
WTMJ NEWS 6A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/13/24	05/19/24	-11-1--			3		\$160.00			0.00			
Week:		05/20/24	05/26/24	1-----			1		\$160.00			0.00			
N 13	WTMJ	05/14/24	05/20/24	WTMJ News at 6:30am M-F WTMJ News at 6:30am M-F	CM	M-F 630a-7a	1111---	:30	4	\$160.00	P4	0.00	NM	4	\$640.00
WTMJ NEWS 630A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		05/13/24	05/19/24	-111---			3		\$160.00			0.00			

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 Estimate: 11746  
**Altoona WTAJ**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 17	WTAJ	05/14/24	05/17/24	CBS This Morning	CM	M-F 7a-9a	-1111--	:30	4	\$85.00	P4	0.00	NM	4	\$340.00
				CBS This Morning											
				CBS MORNINGS<											
		<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	1-----	1	\$160.00	0.00								
N 21	WTAJ	05/15/24	05/20/24	Price is Right	CM	M-F 11a-12p	1-111--	:30	4	\$210.00	P4	0.00	NM	4	\$840.00
				The Price is Right											
				price is right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/13/24	05/19/24	-1111--	4	\$85.00	0.00								
Week:		05/20/24	05/26/24	1-----	1	\$210.00	0.00								
N 25	WTAJ	05/14/24	05/20/24	WTAJ News at 12pm	CM	M-F 12p-1230p	11-11--	:30	4	\$210.00	P4	0.00	NM	4	\$840.00
				WTAJ News at 12pm											
				WTAJ NEWS AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/13/24	05/19/24	-1-11--	3	\$210.00	0.00								
Week:		05/20/24	05/26/24	1-----	1	\$210.00	0.00								
N 29	WTAJ	05/14/24	05/20/24	M-F Daytime PM Rotato	CM	12:30 PM-2:00 PM	11111--	:30	5	\$160.00	P4	0.00	NM	5	\$800.00
				12:30 PM-2:00 PM											
				(12:30 PM-2:00 PM)											
				SOAP ROTATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/13/24	05/19/24	-1111--	4	\$160.00	0.00								
Week:		05/20/24	05/26/24	1-----	1	\$160.00	0.00								
N 34	WTAJ	05/14/24	05/20/24	WTAJ News 4p	CM	M-F 4p-430p	11111--	:30	5	\$70.00	P4	0.00	NM	5	\$350.00
				WTAJ News 4p											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/13/24	05/19/24	-1111--	4	\$70.00	0.00								
Week:		05/20/24	05/26/24	1-----	1	\$70.00	0.00								
N 39	WTAJ	05/14/24	05/20/24	M-F 430p-5p	CM	M-F 430p-5p	11111--	:30	5	\$70.00	P4	0.00	NM	5	\$350.00
				M-F 430p-5p											
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/13/24	05/19/24	-1111--	4	\$70.00	0.00								
Week:		05/20/24	05/26/24	1-----	1	\$70.00	0.00								
N 44	WTAJ	05/14/24	05/20/24	WTAJ News at 5pm M-F	CM	M-F 5p-530p	11111--	:30	5	\$210.00	P4	0.00	NM	5	\$1,050.00
				WTAJ News at 5pm M-F											
				WTAJ NEWS 5P<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/13/24	05/19/24	-1111--	4	\$210.00	0.00								
Week:		05/20/24	05/26/24	1-----	1	\$210.00	0.00								
N 49	WTAJ	05/14/24	05/20/24	WTAJ News at 5:30p M-F	CM	M-F 530p-6p	11111--	:30	5	\$210.00	P4	0.00	NM	5	\$1,050.00
				WTAJ News at 5:30p M-F											
				WTAJ NEWS 530P<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/13/24	05/19/24	-1111--	4	\$210.00	0.00								
Week:		05/20/24	05/26/24	1-----	1	\$210.00	0.00								
N 54	WTAJ	05/14/24	05/20/24	WTAJ News at 6pm M-F	CM	M-F 6p-630p	11111--	:30	5	\$275.00	P4	0.00	NM	5	\$1,375.00
				WTAJ News at 6pm M-F											
				WTAJ NEWS 6P<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/13/24	05/19/24	-1111--	4	\$275.00	0.00								
Week:		05/20/24	05/26/24	1-----	1	\$275.00	0.00								
N 59	WTAJ	05/15/24	05/20/24	CBS Evening News	CM	M-Su 630p-7p	1-1-1--	:30	3	\$500.00	P4	0.00	NM	3	\$1,500.00
				CBS Evening News											
				CBS EVENING NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/13/24	05/19/24	--1-1--	2	\$500.00	0.00								
Week:		05/20/24	05/26/24	1-----	1	\$500.00	0.00								
N 62	WTAJ	05/14/24	05/17/24		CM	M-F 7p-730p	-1-11--	:30	3	\$210.00	P4	0.00	NM	3	\$630.00

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**Altoona WTAJ**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7p-730p M-F 7p-730p											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/13/24	05/19/24	-1-11--			3		\$210.00		0.00				
N 65	WTAJ	05/15/24	05/20/24	M-F 730p-8p M-F 730p-8p	CM	M-F 730p-8p	1-11---	:30	3	\$210.00	P4	0.00	NM	3	\$630.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/13/24	05/19/24	--11---			2		\$210.00		0.00				
Week:		05/20/24	05/26/24	1-----			1		\$210.00		0.00				
N 68	WTAJ	05/14/24	05/20/24	LN WTAJ News at 11pm M-Su	CM	M-Su 11p-1135p	1111111	:30	7	\$225.00	P4	0.00	NM	7	\$1,575.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/13/24	05/19/24	-111111			6		\$225.00		0.00				
Week:		05/20/24	05/26/24	1-----			1		\$225.00		0.00				
N 75	WTAJ	05/15/24	05/17/24	Late Show Late Show	CM	M-F 1135p-1237x	--111--	:30	3	\$75.00	P4	0.00	NM	3	\$225.00
LATE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/13/24	05/19/24	--111--			3		\$75.00		0.00				
N 78	WTAJ	05/15/24	05/15/24	Wed Prime Other 1 W 8p-10p	CM	W 8p-10p	--1----	:30	1	\$850.00	P4	0.00	NM	1	\$850.00
SURVIVOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/13/24	05/19/24	--1----			1		\$850.00		0.00				
N 79	WTAJ	05/16/24	05/16/24	Thur Prime Hour 1 Th 8p-9p	CM	Th 8p-9p	---1---	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
YOUNG SHELDON FINALE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/13/24	05/19/24	---1---			1		\$900.00		0.00				
N 80	WTAJ	05/18/24	05/18/24	WTAJ News @ 730am WTAJ News @ 730am	CM	WTAJ News @ 73	-----1-	:30	1	\$110.00	P4	0.00	NM	1	\$110.00
WTAJ-SAT MORNNG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/13/24	05/19/24	-----1-			1		\$110.00		0.00				
N 81	WTAJ	05/18/24	05/18/24	CBS This Morning Sa CBS This Morning Sa	CM	Sa 8a-10a	-----2-	:30	2	\$150.00	P4	0.00	NM	2	\$300.00
CBS SAT MORNNG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/13/24	05/19/24	-----2-			2		\$150.00		0.00				
N 82	WTAJ	05/18/24	05/18/24	WTAJ News 6p Sat WTAJ News 6p Sat	CM	Sa 6p-630p	-----1-	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
NEWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/13/24	05/19/24	-----1-			1		\$150.00		0.00				
N 83	WTAJ	05/18/24	05/18/24	Sa 7p-730p Sa 7p-730p	CM	Sa 7p-730p	-----1-	:30	1	\$60.00	P4	0.00	NM	1	\$60.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/13/24	05/19/24	-----1-			1		\$60.00		0.00				
N 84	WTAJ	05/19/24	05/19/24	CBS Sunday Morning CBS Sunday Morning	CM	Su 9a-1030a	-----1	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
SUNDAY MRN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/13/24	05/19/24	-----1			1		\$150.00		0.00				
													Totals	85	\$15,915.00