

New Order

Agency: Grassroots Media LLC
Office: Bala Cynwyd
Client: 40 - Terry McAuliffe
Product: 41 - POLITICAL
Piggyback Product:
Estimate: 699 - McAuliffe Week #2 General 60's

Station: WJLA-TV
Order Type: Normal
Cancel Date:

Flight Start: 10/19/2021
Flight End: 10/25/2021
Hiatus:

Received in ePort: 10/18/2021 10:05:42 AM

Airtime Dollars: \$71,050.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$71,050.00
Total Spots: 27

Primary Demo:
Demo 2:
Demo 3:
GRP: 0.00
CPP: \$0.00
GIMP: 0
CPM: \$0.00
Comments: Separation: 30

Local/National: Local
Rep Office: WJLA-TV
AE: Mark Afshar - Manager
Phone:
OrderID: 11054999
Status: Forwarding in Progress

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len								Total					
						10/19	10/20	10/21	10/22	10/23	10/24	10/25	Spots	Rtg	CPP	Imp	CPM	
1	TuWThFM 7A-8A GOOD MORNING AMERICA 7A	EM	\$3,200.00	C	60	1	1	1	1	0	0	1	5					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN AMR-ABC Mo-Fr 7:00a-9:00a IN LPNov/2020LS ON WJLA.																		
2	TuWThFM 11A-12P THE VIEW	DT	\$2,100.00	C	60	1	1	1	1	0	0	1	5					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF VIEW-ABC Mo-Fr 11:00a-12:00p IN LPNov/2020LS ON WJLA.																		
3	TuWThFM 5P-6P ABC 7 NEWS @ 5P	EN	\$2,400.00	C	60	1	1	1	1	0	0	1	5					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 5 Mo-Fr 5:00p-6:00p IN LPNov/2020LS ON WJLA.																		
4	TuWThFM 11:35P-12:35A JIMMY KIMMEL	LF	\$800.00	C	60	1	1	1	1	0	0	1	5					
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF J KIMMEL!-ABC Mo-Fr 11:35p-12:35a IN LPNov/2020LS ON WJLA.																		
5	M 8P-10P DANCING WITH THE STARS	PT	\$6,000.00	C	60	0	0	0	0	0	0	1	1					
4Q21 (sell)																		

New Order (Page 2)

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						10/19	10/20	10/21	10/22	10/23	10/24	10/25					
6	Tu 8P-10P BACHELOR IN PARADISE	PT	\$5,000.00	C	60	1	0	0	0	0	0	0	1				
LPSep/2019OVC - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF BLACK-ISH-ABC Tue 9:30p-10:00p IN LPNov/2020LS ON WJLA.																	
7	Tu 10P-11P queens	PT	\$3,000.00	C	60	1	0	0	0	0	0	0	1				
4Q21 (sell)																	
8	W 10P-11P A MILLION LITTLE THINGS WED	PT	\$4,000.00	C	60	0	1	0	0	0	0	0	1				
4Q21 (sell)																	
9	Th 9P-10P GREY'S ANATOMY	PT	\$9,000.00	C	60	0	0	1	0	0	0	0	1				
4Q21 (sell)																	
10	Sa 8A-9A GMW SAT 8-9A	WK	\$650.00	C	60	0	0	0	0	1	0	0	1				
4Q21 (sell)																	
11	Su 8A-9A GMA-SUN	WK	\$900.00	C	60	0	0	0	0	0	1	0	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN-SUN-ABC Sun 8:00a-9:00a IN LPNov/2020LS ON WJLA.																	
Total Spots:						6	5	5	4	1	1	5					
Cash\$ - Spots: \$71,050.00 - 27 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$71,050.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00																	