

# New Order

**Agency:** Grassroots Media LLC  
**Office:** Bala Cynwyd  
**Client:** 40 - Terry McAuliffe  
**Product:** 41 - POLITICAL

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

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

### Piggyback Product:

**Estimate:** 699 - McAuliffe Week #2 General  
60's

**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 Spots				
						10/19	10/20	10/21	10/22	10/23	10/24	10/25	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)																		

<b>Agency:</b>	Grassroots Media LLC	<b>Station:</b>	WJLA-TV	<b>Order ID:</b>	11054999
<b>Client:</b>	40 - Terry McAuliffe	<b>Product:</b>	41 - POLITICAL	<b>Estimate:</b>	699 - McAuliffe Week #2 General 60's
<b>Flight Start:</b>	10/19/2021	<b>Flight End:</b>	10/25/2021	<b>Received in ePort:</b>	10/18/2021 10:05:42 AM

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len									Total Spots				
						10/19	10/20	10/21	10/22	10/23	10/24	10/25	Rtg		CPP	Imp	CPM	
6	Tu 8P-10P BACHELOR IN PARADISE	PT	\$5,000.00	C	60	1	0	0	0	0	0	0	1					
LP Sep/2019 OVC - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF BLACK-ISH-ABC Tue 9:30p-10:00p IN LP Nov/2020 LS 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 LP Nov/2020 LS 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						