Print Date 04/16/24 09:43:31 Page 1 of 5

ORDER

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Orders	Order / R	o.v.	2004	1263							1A			4	
Orders	Alt Order #:			C14622092										2	
	Product D		HEF								N	E	N;	5	
	Estimate:		116									YOUR	2 SI	DE	
	Flight Date	ec.		3/24 - 04/17	7/24			Primary /	۵E۰		Jim Qui	nn			
	Original D			6/24 / 04/16				Sales Of			TSPHI				
	Order Typ			eral	5/24			Sales Re			NAT				
	Order Typ		Gen					Jaies Ne	gion.						
Agency	Name:		Can	al Partners	Media	/ POL									
	Buying Co	ontact:						Billing Ty	vpe:		Cash				
	Billing Cor	ntact:						Billing Ca	alend	ar:	Broadca	ast			
			102	7 33rd Stree	NW S	uite 140		Billing Cy	/cle:		EOM/E	00			
			Was	hington, DC	20007	7		Agency (Comn	nission:	15%				
Advertiser	Name:		ISS/	Health Ca	re Educ	ation Projec	t								
	Demograp	ohic:	A35	+				New Bus	iness	s End:					
	Product C	odes:	IS-Issue/Non Ballot					 Advertiser External ID: 			74469				
	Revenue	Code 1:	AGY	AGY (POL) Political				 Agency External ID: Unit Code: 			20042AG				
	Revenue	Code 2:	(PO								General				
	Revenue	Code 3:	(POL) Issue				 Order Separation: 			00:15:00					
	Priority:		P04												
Bill Plan	-						Tat								
Start Date	End Date	# Spots	Gross	Amount	Net Ar	mount	Tota Mor			# Spots	Gross	Amount	Ne	et Amount	Rating
04/01/24	04/17/24	73		\$17,745.00		\$15,083.25		1 2024		73		7,745.00		\$15,083.2	-
		-		• • • • • •		-,	Tota	ls		73	\$1	7,745.00		\$15,083.2	5 0.00
Account Exe	cutives														
Account Exec	cutive	Sales Offi	ce	Sales Regi	ion	Start Date / E	ind Da	ate		Order %]				
Jim Quinn						Start Of Orde	er - En	d Of Order		100%					
Order Share		S	Share		Total										
WGRZ			35%	\$17,7	45.00										
Market			100%	\$50,7	00.00										
Competitive	Share	S	Share		Total										
CABL			0%		\$0.00										
CABLE			0%		\$0.00										
UNKWN WIVB			65% 0%		955.00 \$0.00										
WKBW			0%		\$0.00										
WNED			0%		\$0.00										
WNEQ			0%		\$0.00										
WNGS			0%		\$0.00										
WNLO			0%		\$0.00										
WNYB			0%		\$0.00										
WNYO			0%		\$0.00										
WUTV			0%		\$0.00										
Ln Ch	Start End	d Inver	ntory (Code	Break	Start/End	Time	Days	Lei	n Spots	Rate I	Pri Rtg	Туре	Spots	Amount
	04/13/24 04/1	7/24 Early	Today		СМ	4-430a		222		30 6		P03 0.0			\$80.00
Cto.	rt Date End D			C-NBC	s/Week	Poto	Ra	ting							
Sial			ekdays	s spot	3/ V V C C K	Rate	Rd	ung						•	

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Order / Rev:	2901263	Advertiser:	ISS/ Health Care Education Project	
Alt Order #:	WOC14622092	Product Desc:	HEP TV	WGRZ
Flight Dates:	04/13/24 - 04/17/24	Estimate:	11625	

Ln Ch Start End Inventory Code Break Start/End	ime Days Len Spots Rate Pri Rtg Type Spots Amou
Start Date End Date Weekdays Spots/Week Rate Week: 04/13/24 04/19/24 222 6 \$20.00 Spot Ch Date Range Description Start/End Time	Rating 0.00 Weekdays Length Rate Rtg Type
5 NGRZ 04/13/24-04/19/24 Early Today 4-430a	MTW :30 (\$20.00) 0.00 NM
Credited [Historical Unresolved Spot Clean Up]	
6 NGRZ 04/13/24-04/19/24 Early Today 4-430a	МГШ :30 (\$20.00) 0.00 <i>NM</i>
Credited [Historical Unresolved Spot Clean Up]	
N 2 WGRZ 04/13/24 04/17/24 Local News @ 430a M-FCM 430-5a 2 EARLY DAYBRK	222 :30 6 \$25.00 P04 0.00 NM 4 \$100
Start DateEnd DateWeekdaysSpots/WeekRateWeek: 04/13/2404/19/242226\$25.00	Rating 0.00
SpotCh Date RangeDescriptionStart/End Time5NGRZ04/13/24-04/19/24Local News @ 430a M-F430-5a	<u>Weekdays Length Rate</u> <u>Rtg</u> <u>Type</u> MTW : <i>30 (\$25.00)</i> 0.00 <i>NM</i>
Credited [Historical Unresolved Spot Clean Up]	
6 NGRZ 04/13/24-04/19/24 Local News @ 430a M-F 430-5a Credited	МГШ <i>:30 (\$25.00) 0.00 NM</i>
[Historical Unresolved Spot Clean Up] N 3 WGRZ 04/13/24 04/17/24 Local News @ 5a M-F CM 5-6a	111 :30 3 \$175.00 P03 0.00 NM 2 \$350
DAYBREAK 5A	11150 5 \$175.00 F05 0.00 NW 2 \$550
Start Date End Date Weekdays Spots/Week Rate Week: 04/13/24 04/19/24 111 3 \$175.00	Rating 0.00
Spot Ch Date Range Description Start/End Time	Weekdays Length Rate Rtg Type
3 NGRZ 04/13/24-04/19/24 Local News @ 5a M-F 5-6a Credited	МГШ :30 (\$175.00) 0.00 <i>NM</i>
[Historical Unresolved Spot Clean Up]	
N 4 WGRZ 04/13/24 04/17/24 Local News @ 6a M-F CM 6-7a DAYBREAK 6A	111 :30 3 \$400.00 P03 0.00 NM 2 \$800
Start Date End Date Weekdays Spots/Week Rate Week: 04/13/24 04/19/24 111 3 \$400.00	Rating 0.00
Spot Ch Date Range Description Start/End Time 3 NGRZ 04/13/24-04/19/24 Local News @ 6a M-F 6-7a	0.00 <u>Weekdays Length Rate</u> <u>Rtg</u> <u>Type</u> MTW :30 (\$400.00) 0.00 <i>NM</i>
Credited	
[Historical Unresolved Spot Clean Up] N 5 WGRZ 04/13/24 04/17/24 Today Show CM 7-9a	222 :30 6 \$400.00 P03 0.00 NM 4 \$1,600
TODAY SHW<	
Start Date End Date Weekdays Spots/Week Rate Week: 04/13/24 04/19/24 222 6 \$400.00	Rating 0.00
Spot Ch Date Range Description Start/End Time	Weekdays Length Rate Rtg Type
5 NGRZ 04/13/24-04/19/24 Today Show 7-9a Credited	MTW :30 (\$400.00) 0.00 NM
[Historical Unresolved Spot Clean Up]	
6 NGRZ 04/13/24-04/19/24 Today Show 7-9a Credited	MTW :30 (\$400.00) 0.00 NM
[Historical Unresolved Spot Clean Up]	
N 6 WGRZ 04/13/24 04/17/24 Today Show 3rd Hour CM 9-10a TDY 3RD HR-NBC	222 :30 6 \$200.00 P04 0.00 NM 4 \$800
Start Date End Date Weekdays Spots/Week Rate	Rating
Week: 04/13/24 04/19/24 222 6 \$200.00 Spot Ch Date Range Description Start/End Time	0.00 Weekdays Length Rate Rtg Type
5 NGRZ 04/13/24-04/19/24 Today Show 3rd Hour 9-10a	MTW :30 (\$200.00) 0.00 NM
Credited [Historical Unresolved Spot Clean Up]	
6 NGRZ 04/13/24-04/19/24 Today Show 3rd Hour 9-10a	MTW :30 (\$200.00) 0.00 <i>NM</i>
Credited [Historical Unresolved Spot Clean Up]	
N 7 WGRZ 04/13/24 04/17/24 Today Show 4th Hour CM 10-11a	222 :30 6 \$150.00 P03 0.00 NM 4 \$600
TODAY H&J-NBC	I

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Order / Rev:	2901263	Advertiser:	ISS/ Health Care Education Project	
Alt Order #:	WOC14622092	Product Desc:	HEP TV	WGRZ
Flight Dates:	04/13/24 - 04/17/24	Estimate:	11625	

Ln Ch Start End Inventory Code Break Start/End Time Day	vs Len Spots Rate Pri Rtg Type Spots	Amount
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 04/13/24 04/19/24 222 6 \$150.00 0.00 Spot Ch Date Range Description Start/End Time	Weekdays Length Rate Rtg Type	
5 NGRZ 04/13/24-04/19/24 Today Show 4th Hour 10-11a	MTW :30 (\$150.00) 0.00 NM	
Credited		
[Historical Unresolved Spot Clean Up] 6 <i>VGRZ 04/13/24-04/19/24 Today Show 4th Hour</i> 10-11a	МГШ :30 (\$150:00) 0.00 NM	
Credited	WIW =50 (0.00) 0.00 WW	
[Historical Unresolved Spot Clean Up]		
N 8 WGRZ 04/13/24 04/17/24 Local News @ 11a M-F CM 11-1130a 111- CH2NWS MID RPT	:30 3 \$300.00 P02 0.00 NM 2	\$600.00
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 04/13/24 04/19/24 111 3 \$300.00 0.00		
Spot Ch Date Range Description Start/End Time 3 NGRZ 04/13/24-04/19/24 Local News @ 11a M-F 11-1130a	<u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> MTW :30 (\$300:00) 0.00 NM	
Credited		
[Historical Unresolved Spot Clean Up]		
N 9 WGRZ 04/13/24 04/17/24 Dateline 1130a-1230p CM 1130a-1230p M-F 222- DATELINE MF	:30 6 \$90.00 P04 0.00 NM 4	\$360.00
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 04/13/24 04/19/24 222 6 \$90.00 0.00 Spot Ch Date Range Description Start/End Time 0.00	Weekdays Length Rate Rtg Type	
5 NGRZ 04/13/24-04/19/24 Dateline 1130a-1230p 1130a-1230p M-F	MTW :30 (\$90.00) 0.00 NM	
Credited		
[Historical Unresolved Spot Clean Up]		
6 NGRZ 04/13/24-04/19/24 Dateline 1130a-1230p 1130a-1230p M-F Credited	MTW :30 (\$90.00) 0.00 NM	
[Historical Unresolved Spot Clean Up]		
N10 WGRZ 04/13/24 04/17/24 NBC News Daily DT CM NBC News Daily 222-	:30 6 \$125.00 P04 0.00 NM 4	\$500.00
NBC NEWS DAILY<		
Start DateEnd DateWeekdaysSpots/WeekRateRatingWeek: 04/13/2404/19/242226\$125.000.00		
Week: 04/13/24 04/19/24 222 6 \$125.00 0.00 Spot Ch Date Range Description Start/End Time	Weekdays Length Rate Rtg Type	
5 NGRZ 04/13/24-04/19/24 NBC News Daily DT NBC News Daily	MTW :30 (\$125.00) 0.00 NM	
Credited		
[Historical Unresolved Spot Clean Up] 6 NGRZ 04/13/24-04/19/24 NBC News Daily DT NBC News Daily	MTW :30 (\$125.00) 0.00 NM	
Credited	MIW30 (#120.00) 0.00 /W/	
[Historical Unresolved Spot Clean Up]		
N11 WGRZ 04/13/24 04/17/24 Daily Blast Live 2-3p CM 2-3p 222- DAILY BLAST LV<	:30 6 \$75.00 P04 0.00 NM 4	\$300.00
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 04/13/24 04/19/24 222 6 \$75.00 0.00 Start Ch Data Dagata Description Start/End Time	Weekdeve Length Date Dig Type	
Spot Ch Date Range Description Start/End Time 5 VGRZ 04/13/24-04/19/24 Daily Blast Live 2-3p 2-3p	<u>Weekdays Length Rate Rtg</u> <u>Type</u> MTW :30 (\$75.00) 0.00 <i>NM</i>	
Credited		
[Historical Unresolved Spot Clean Up]		
6 NGRZ 04/13/24-04/19/24 Daily Blast Live 2-3p 2-3p	MTW :30 (\$75.00) 0.00 NM	
Credited [Historical Unresolved Spot Clean Up]		
N12 WGRZ 04/13/24 04/17/24 Jennifer Hudson 3-4p CM 3-4p 333- J HUDSON SHOW	:30 9 \$80.00 P04 0.00 NM 6	\$480.00
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 04/13/24 04/19/24 333 9 \$80.00 0.00		

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Order / Rev:	2901263	Advertiser:	ISS/ Health Care Education Project	
Alt Order #:	WOC14622092	Product Desc:	HEP TV	WGRZ
Flight Dates:	04/13/24 - 04/17/24	Estimate:	11625	

Ln Ch Start End Inventory Code Break Start/End Tim	ne Days Len Spots Rate Pri Rtg Type Spots Amount
	Rating
Week: 04/13/24 04/19/24 333 9 \$80.00 Spot Ch Date Range Description Start/End Time	0.00 Weekdays Length Rate Rtg Type
7 NGRZ 04/13/24-04/19/24 Jennifer Hudson 3-4p 3-4p	MTW :30 (\$80.00) 0.00 NM
Credited	
[Historical Unresolved Spot Clean Up] 8 VGRZ 04/13/24-04/19/24 Jennifer Hudson 3-4p 3-4p	MTW :30 (\$80.00) 0.00 NM
Credited	.30 (00.00) 0.00 100
[Historical Unresolved Spot Clean Up]	
9 VGRZ 04/13/24-04/19/24 Jennifer Hudson 3-4p 3-4p	MTW :30 (\$80.00) 0.00 NM
Credited [Historical Unresolved Spot Clean Up]	
N13 WGRZ 04/13/24 04/17/24 Local News @ 4p M-F CM 4-5p M-F MOST BUFFALO	222 :30 6 \$240.00 P03 0.00 NM 4 \$960.00
	Rating
Week: 04/13/24 04/19/24 222 6 \$240.00 Spot Ch Date Range Description Start/End Time	0.00 Weekdays Length Rate Rtg Type
5 NGRZ 04/13/24-04/19/24 Local News @ 4p M-F 4-5p M-F	MTW :30 (\$240.00) 0.00 NM
Credited	
[Historical Unresolved Spot Clean Up]	
6 NGRZ 04/13/24-04/19/24 Local News @ 4p M-F 4-5p M-F Credited	MTW :30 (\$240.00) 0.00 NM
[Historical Unresolved Spot Clean Up]	
N14 WGRZ 04/13/24 04/17/24 Local News @ 5p M-F CM 5-530p	111 :30 3 \$500.00 P03 0.00 NM 2 \$1,000.00
CH2 NWS 1ST-5	
Start DateEnd DateWeekdaysSpots/WeekRateIWeek: 04/13/2404/19/241113\$500.00	Rating 0.00
Spot Ch Date Range Description Start/End Time	Weekdays Length Rate Rtg Type
3 NGRZ 04/13/24-04/19/24 Local News @ 5p M-F 5-530p	MTW :30 (\$500.00) 0.00 NM
Credited [Historical Unresolved Spot Clean Up]	
N15 WGRZ 04/13/24 04/17/24 Local News @ 530p M-FCM 530-6p	111 :30 3 \$500.00 P03 0.00 NM 2 \$1,000.00
CH2 NWS@ 5:30	
	Rating
Week: 04/13/24 04/19/24 111 3 \$500.00 Spot Ch Date Range Description Start/End Time	0.00 Weekdays Length Rate Rtg Type
3 VGRZ 04/13/24-04/19/24 Local News @ 530p M-F 530-6p	MTW :30 (\$500.00) 0.00 NM
Credited	
[Historical Unresolved Spot Clean Up]	
N16 WGRZ 04/13/24 04/17/24 Local News @ 6p M-F CM 6-630p CH2 NWS	111 :30 3 \$750.00 P04 0.00 NM 2 \$1,500.00
	Rating
Week: 04/13/24 04/19/24 111 3 \$750.00	0.00
Spot Ch Date Range Description Start/End Time 3 VGRZ 04/13/24-04/19/24 Local News @ 6p M-F 6-630p	<u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> MTW :30 (\$750.00) 0.00 <i>NM</i>
Credited	
[Historical Unresolved Spot Clean Up]	
N17 WGRZ 04/13/24 04/17/24 NBC Nightly News CM NBC Nightly Ne NBC NITELY NWS	ews111 :30 3 \$1,100.00 P03 0.00 NM 2 \$2,200.00
	Rating
Week: 04/13/24 04/19/24 111 3 \$1,100.00 Spot Ch Date Range Description Start/End Time	0.00 Weekdays Length Rate Rtg Type
3 VGRZ 04/13/24-04/19/24 NBC Nightly News NBC Nightly News	MTW :30 (\$1,100.00) 0.00 NM
Credited Historical Unresolved Spot Clean Uni	
[Historical Unresolved Spot Clean Up] N18 WGRZ 04/13/24 04/17/24 LN (M-Su) CM M-Su 11p & DI	yd E111 11 :30 5 \$350.00 P03 0.00 NM 4 \$1,400.00
N18 WGRZ 04/13/24 04/11/24 LN (M-Su) CM M-Su TIP & DI News	yu LIIIII .50 5 \$550.00 F05 0.00 NWI 4 \$1,400.00
Start Date End Date Weekdays Spots/Week Rate	Rating
Week: 04/13/24 04/19/24 11111 5 \$350.00	0.00

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Order / Rev:	2901263	Advertiser:	ISS/ Health Care Education Project	
Alt Order #:	WOC14622092	Product Desc:	HEP TV	WGRZ
Flight Dates:	04/13/24 - 04/17/24	Estimate:	11625	

Ln Ch Start	End	Inventory Code	Break	Start/End	Fime Days	s Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date Week: 04/13/24	End Date 04/19/24	<u>Weekdays</u> 111 11	Spots/Week 5	Rate	Rating 0.00						
Spot Ch Date R		Description	-	\$350.00 t/End Time	0.00	Weekdays	Leng	oth Rate	Rtg Type		
5 NGRZ 04/13/2		N (M-Su)		u 11p & Dlyd		MTWSaS		30 (\$350.00)			
Credited	Inrocoluod S	pot Clean Up]									
19 WGRZ 04/13/2			a Sa CM	Sat Early D	aybreal	1- :30	1	\$175.00 P03	0.00 NM	1	\$175.00
19 WGRZ 04/13/	24 04/13/24	DAYBRK SA MR		(6:00 AM-7:0	•	150	1	φ175.00 F 03	0.00 1110		φ175.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/08/24	04/14/24	1-	1	\$175.00	0.00						
20 WGRZ 04/13/	24 04/13/24	Today Show Sa SATURDAY TOI	CM DAY	7a-9a (7:00 AM-8:3	 30 AM)	1- :30	1	\$240.00 P03	0.00 NM	1	\$240.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/08/24	04/14/24	1-	1	\$240.00	0.00	4					* ** * **
21 WGRZ 04/13/	24 04/13/24	Local News @ 8a DAYBRK SA MR		8-9a / 830-9 (8:30 AM-9:3	30a S≀ 30 AM)	1- :30	1	\$225.00 P04	0.00 NM	1	\$225.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/08/24	04/14/24	1-	1	\$225.00	0.00	1		4 0 - 00 - 00 - 000			Aaaaa
22 WGRZ 04/13/	24 04/14/24	Local News @ 7a		7-8a (7:00 AM-8:0	 00 AM)	- 1 :30	1	\$250.00 P03	0.00 NM	1	\$250.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/08/24	04/14/24	1	1	\$250.00	0.00	1 00		* 005 00 D 04	0.00 1114		\$005.00
23 WGRZ 04/13/	24 04/14/24	Today Show Su AVG. ALL WKS	CM	8a-9a (8:00 AM-9:0	 00 AM)	- 1 :30	1	\$325.00 P04	0.00 NM	1	\$325.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/08/24 24 WGRZ 04/13/2	04/14/24	Meet the Press	1 	\$325.00 9-10a	0.00	- 1 :30	1	\$425.00 P03	0.00 NM	1	\$425.00
	24 04/14/24	MTP	OW	(9:00 AM-10		-1 .00	'	ψ 1 20.001 00	0.00 110		ψτ20.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/08/24	04/14/24	1	1	\$425.00	0.00						A
N25 WGRZ 04/13/	24 04/17/24	ET 7-730p ENT TONIGHT 3	CM 30	7-730p	111	:30	3	\$350.00 P04	0.00 NM	2	\$700.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/13/24 <u>Spot</u> <u>Ch</u> <u>Date R</u>	04/19/24 арде Г	111 Description	3 Star	\$350.00 t/End Time	0.00	Weekdays	Leng	nth Rate	Rtg Type		
3 NGRZ 04/13/2			7-73			MTW		30 (\$350.00)			
Credited											
-		pot Clean Up]						•			
N26 WGRZ 04/13/2	24 04/17/24	Tonight Show AVG. ALL WKS<		1135p-1237	a 222	:30	6	\$150.00 P02	0.00 NM	4	\$600.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/13/24 <u>Spot</u> <u>Ch</u> Date R	04/19/24 ange D	Description	6 Star	\$150.00 t/End Time	0.00	Weekdays	Leng	oth Rate	Rtg Type		
5 NGRZ 04/13/2				5p-1237a		<u>МТ</u> W		30 (\$150.00)			
Credited											
[Historical) 6 NGRZ 04/13/2		pot Clean Up]	1134	5p-1237a		МТ₩		30 (\$150.00)			
Credited	0-1, 10,2-11	onight onow	1100	<i>p</i> 12070		1011 10		ου (φτου.ου)	0.00 / 11/1		
[Historical	Unresolved S	pot Clean Up]									
27 WGRZ 04/13/	24 04/14/24	Local News @ 63 EARLY DYBRK		630-7a (6:30 AM-7:0	 00 AM)	- 1 :30	1	\$175.00 P03	0.00 NM	1	\$175.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/08/24	04/14/24	1	1	\$175.00	0.00						
									Totals	73	\$17,745.00