

ORDER



Orders
Order / Rev: 2901263
Alt Order #: WOC14622092
Product Desc: HEP TV
Estimate: 11625
Flight Dates: 04/13/24 - 04/17/24
Original Date / Rev: 04/16/24 / 04/16/24
Order Type: General

Primary AE: Jim Quinn
Sales Office: TSPHI
Sales Region: NAT

Agency Name: Canal Partners Media / POL
Buying Contact:
Billing Contact:
 1027 33rd Stree NW Suite 140
 Washington, DC 20007

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

Advertiser Name: ISS/ Health Care Education Project
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue
Priority: P04

New Business End:
Advertiser External ID: 74469
Agency External ID: 20042AG
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/17/24	73	\$17,745.00	\$15,083.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	73	\$17,745.00	\$15,083.25	0.00
Totals	73	\$17,745.00	\$15,083.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WGRZ	35%	\$17,745.00
Market	100%	\$50,700.00

Competitive Share

	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	65%	\$32,955.00
WIVB	0%	\$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	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WGRZ	04/13/24	04/17/24	Early Today ERLY TDY-C-NBC	CM	4-430a	222- - - -	:30	6	\$20.00	P03	0.00	NM	4	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		04/13/24	04/19/24	222----					6	\$20.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
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	MTW-----	:30	(\$20.00)	0.00	NM		
Credited [Historical Unresolved Spot Clean Up]																
N 2	WGRZ	04/13/24	04/17/24	Local News @ 430a M-FCM 2 EARLY DAYBRK	CM	430-5a	222----	:30	6	\$25.00	P04	0.00	NM	4	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		04/13/24	04/19/24	222----					6	\$25.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
5	NGRZ	04/13/24-04/19/24		Local News @ 430a M-F					430-5a	MTW-----	:30	(\$25.00)	0.00	NM		
Credited [Historical Unresolved Spot Clean Up]																
6	NGRZ	04/13/24-04/19/24		Local News @ 430a M-F					430-5a	MTW-----	:30	(\$25.00)	0.00	NM		
Credited [Historical Unresolved Spot Clean Up]																
N 3	WGRZ	04/13/24	04/17/24	Local News @ 5a M-F DAYBREAK 5A	CM	5-6a	111----	:30	3	\$175.00	P03	0.00	NM	2	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		04/13/24	04/19/24	111----					3	\$175.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
3	NGRZ	04/13/24-04/19/24		Local News @ 5a M-F					5-6a	MTW-----	:30	(\$175.00)	0.00	NM		
Credited [Historical Unresolved Spot Clean Up]																
N 4	WGRZ	04/13/24	04/17/24	Local News @ 6a M-F DAYBREAK 6A	CM	6-7a	111----	:30	3	\$400.00	P03	0.00	NM	2	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		04/13/24	04/19/24	111----					3	\$400.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
3	NGRZ	04/13/24-04/19/24		Local News @ 6a M-F					6-7a	MTW-----	:30	(\$400.00)	0.00	NM		
Credited [Historical Unresolved Spot Clean Up]																
N 5	WGRZ	04/13/24	04/17/24	Today Show TODAY SHW<	CM	7-9a	222----	:30	6	\$400.00	P03	0.00	NM	4	\$1,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		04/13/24	04/19/24	222----					6	\$400.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
5	NGRZ	04/13/24-04/19/24		Today Show					7-9a	MTW-----	:30	(\$400.00)	0.00	NM		
Credited [Historical Unresolved Spot Clean Up]																
6	NGRZ	04/13/24-04/19/24		Today Show					7-9a	MTW-----	:30	(\$400.00)	0.00	NM		
Credited [Historical Unresolved Spot Clean Up]																
N 6	WGRZ	04/13/24	04/17/24	Today Show 3rd Hour TDY 3RD HR-NBC	CM	9-10a	222----	:30	6	\$200.00	P04	0.00	NM	4	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		04/13/24	04/19/24	222----					6	\$200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
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	NM		
Credited [Historical Unresolved Spot Clean Up]																
N 7	WGRZ	04/13/24	04/17/24	Today Show 4th Hour TODAY H&J-NBC	CM	10-11a	222----	:30	6	\$150.00	P03	0.00	NM	4	\$600.00	

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/13/24	04/19/24	222----					6	\$150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
5	WGRZ	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	WGRZ	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]															
N 8	WGRZ	04/13/24	04/17/24	Local News @ 11a M-F	CM	11-1130a	111----	:30	3	\$300.00	P02	0.00	NM	2	\$600.00
CH2NWS MID RPT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/13/24	04/19/24	111----					3	\$300.00		0.00			
3	WGRZ	04/13/24-04/19/24		Local News @ 11a M-F		11-1130a			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----	:30	6	\$90.00	P04	0.00	NM	4	\$360.00
DATELINE MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/13/24	04/19/24	222----					6	\$90.00		0.00			
5	WGRZ	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	WGRZ	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]															
N 10	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<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/13/24	04/19/24	222----					6	\$125.00		0.00			
5	WGRZ	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	WGRZ	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]															
N 11	WGRZ	04/13/24	04/17/24	Daily Blast Live 2-3p	CM	2-3p	222----	:30	6	\$75.00	P04	0.00	NM	4	\$300.00
DAILY BLAST LV<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/13/24	04/19/24	222----					6	\$75.00		0.00			
5	WGRZ	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]															
6	WGRZ	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]															
N 12	WGRZ	04/13/24	04/17/24	Jennifer Hudson 3-4p	CM	3-4p	333----	:30	9	\$80.00	P04	0.00	NM	6	\$480.00
J HUDSON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/13/24	04/19/24	333----					9	\$80.00		0.00			

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N13	WGRZ	04/13/24	04/17/24	Local News @ 4p M-F MOST BUFFALO	CM	4-5p M-F	222----	:30	6	\$240.00	P03	0.00	NM	4	\$960.00																																																																																																																
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Credited [Historical Unresolved Spot Clean Up]																																																																																																																															
N14	WGRZ	04/13/24	04/17/24	Local News @ 5p M-F CH2 NWS 1ST-5	CM	5-530p	111----	:30	3	\$500.00	P03	0.00	NM	2	\$1,000.00																																																																																																																
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Credited [Historical Unresolved Spot Clean Up]																																																																																																																															
N15	WGRZ	04/13/24	04/17/24	Local News @ 530p M-FCM CH2 NWS@ 5:30	CM	530-6p	111----	:30	3	\$500.00	P03	0.00	NM	2	\$1,000.00																																																																																																																
<table border="0"> <tr> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>Weekdays</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td><u>Rating</u></td> <td colspan="10"></td> </tr> <tr> <td>Week: 04/13/24</td> <td>04/19/24</td> <td>111----</td> <td>3</td> <td>\$500.00</td> <td>0.00</td> <td colspan="10"></td> </tr> <tr> <td><u>Spot</u></td> <td><u>Ch</u></td> <td><u>Date Range</u></td> <td><u>Description</u></td> <td><u>Start/End Time</u></td> <td><u>Weekdays</u></td> <td><u>Length</u></td> <td><u>Rate</u></td> <td><u>Rtg</u></td> <td><u>Type</u></td> <td colspan="6"></td> </tr> <tr> <td>3</td> <td>NGRZ</td> <td>04/13/24-04/19/24</td> <td>Local News @ 530p M-F</td> <td>530-6p</td> <td>MTW-----</td> <td>:30</td> <td>(\$500.00)</td> <td>0.00</td> <td>NM</td> <td colspan="6"></td> </tr> <tr> <td colspan="16">Credited [Historical Unresolved Spot Clean Up]</td> </tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>											Week: 04/13/24	04/19/24	111----	3	\$500.00	0.00											<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>							3	NGRZ	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]																																															
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N16	WGRZ	04/13/24	04/17/24	Local News @ 6p M-F CH2 NWS	CM	6-630p	111----	:30	3	\$750.00	P04	0.00	NM	2	\$1,500.00																																																																																																																
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N17	WGRZ	04/13/24	04/17/24	NBC Nightly News NBC NITELY NWS	CM	NBC Nightly News	111----	:30	3	\$1,100.00	P03	0.00	NM	2	\$2,200.00																																																																																																																
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Credited [Historical Unresolved Spot Clean Up]																																																																																																																															
N18	WGRZ	04/13/24	04/17/24	LN (M-Su) News	CM	M-Su 11p & Dlyd E	111--11	:30	5	\$350.00	P03	0.00	NM	4	\$1,400.00																																																																																																																
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Week: 04/13/24	04/19/24	111--11	5	\$350.00	0.00																																																																																																																										

Order / Rev: 2901263
 Alt Order #: WOC14622092
 Flight Dates: 04/13/24 - 04/17/24

Advertiser: ISS/ Health Care Education Project
 Product Desc: HEP TV
 Estimate: 11625
WGRZ

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:		04/13/24	04/19/24	111--11					5	\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
5	WGRZ	04/13/24-04/19/24		LN (M-Su)		M-Su 11p & Dlyd			MTW--SaSu	:30	(\$350.00)	0.00	NM		
Credited [Historical Unresolved Spot Clean Up]															
19	WGRZ	04/13/24	04/13/24	Local News @ 6a Sa DAYBRK SA MRNG	CM	Sat Early Daybreak (6:00 AM-7:00 AM)	-----1-	:30	1	\$175.00	P03	0.00	NM	1	\$175.00
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 TODAY	CM	7a-9a (7:00 AM-8:30 AM)	-----1-	:30	1	\$240.00	P03	0.00	NM	1	\$240.00
Week:		04/08/24	04/14/24	-----1-					1	\$240.00		0.00			
21	WGRZ	04/13/24	04/13/24	Local News @ 8a/830a Sa DAYBRK SA MRNG	CM	8-9a / 830-930a Sa (8:30 AM-9:30 AM)	-----1-	:30	1	\$225.00	P04	0.00	NM	1	\$225.00
Week:		04/08/24	04/14/24	-----1-					1	\$225.00		0.00			
22	WGRZ	04/13/24	04/14/24	Local News @ 7a Su DAYBRK SUNDAY	CM	7-8a (7:00 AM-8:00 AM)	-----1	:30	1	\$250.00	P03	0.00	NM	1	\$250.00
Week:		04/08/24	04/14/24	-----1					1	\$250.00		0.00			
23	WGRZ	04/13/24	04/14/24	Today Show Su AVG. ALL WKS	CM	8a-9a (8:00 AM-9:00 AM)	-----1	:30	1	\$325.00	P04	0.00	NM	1	\$325.00
Week:		04/08/24	04/14/24	-----1					1	\$325.00		0.00			
24	WGRZ	04/13/24	04/14/24	Meet the Press MTP	CM	9-10a (9:00 AM-10:00 AM)	-----1	:30	1	\$425.00	P03	0.00	NM	1	\$425.00
Week:		04/08/24	04/14/24	-----1					1	\$425.00		0.00			
N25	WGRZ	04/13/24	04/17/24	ET 7-730p ENT TONIGHT 30	CM	7-730p	111----	:30	3	\$350.00	P04	0.00	NM	2	\$700.00
Week:		04/13/24	04/19/24	111----					3	\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
3	WGRZ	04/13/24-04/19/24		ET 7-730p		7-730p			MTW-----	:30	(\$350.00)	0.00	NM		
Credited [Historical Unresolved Spot Clean Up]															
N26	WGRZ	04/13/24	04/17/24	Tonight Show AVG. ALL WKS<	CM	1135p-1237a	222----	:30	6	\$150.00	P02	0.00	NM	4	\$600.00
Week:		04/13/24	04/19/24	222----					6	\$150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
5	WGRZ	04/13/24-04/19/24		Tonight Show		1135p-1237a			MTW-----	:30	(\$150.00)	0.00	NM		
Credited [Historical Unresolved Spot Clean Up]															
6	WGRZ	04/13/24-04/19/24		Tonight Show		1135p-1237a			MTW-----	:30	(\$150.00)	0.00	NM		
Credited [Historical Unresolved Spot Clean Up]															
27	WGRZ	04/13/24	04/14/24	Local News @ 630a Su EARLY DYBRK SU	CM	630-7a (6:30 AM-7:00 AM)	-----1	:30	1	\$175.00	P03	0.00	NM	1	\$175.00
Week:		04/08/24	04/14/24	-----1					1	\$175.00		0.00			

Totals 73 \$17,745.00