

ORDER



Orders
Order / Rev: 1265037
Alt Order #: WOC14530991
Product Desc: Candidate
Estimate: 13336
Flight Dates: 03/14/24 - 03/18/24
Original Date / Rev: 03/12/24 / 03/12/24
Order Type: GENERAL

TODAY'S TMJ4

Primary AE: Margie MacDonald
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Beacon Media
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

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

Advertiser
Name: Johnson/Democrat/Mayor
Demographic: A35+
Product Codes: State Candidate
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-3

New Business End:
Advertiser External ID: 271258
Agency External ID: 102478
Unit Code: General
Order Separation: 00:20:00

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 02/26/24 | 03/18/24 | 16 | \$6,340.00 | \$5,389.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| March 2024 | 16 | \$6,340.00 | \$5,389.00 | 0.00 |
| Totals | 16 | \$6,340.00 | \$5,389.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Margie MacDonald | EWSDC | NAT | 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 | 03/14/24 | 03/16/24 | SA 5-7am Daybreak SA 5-7am Daybreak | CM | 5-7am | -----1- | :30 | 1 | \$40.00 | P-6 | 0.00 | NM | 1 | \$40.00 |
| (Program: TMJ4 NEWS TODAY SAT) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 03/11/24 | 03/17/24 | -----1- | | | 1 | | | \$40.00 | | 0.00 | | | |
| N 2 | WTMJ | 03/14/24 | 03/18/24 | M-F 12-1230p Live at Noon 12-1230p Live at Noon | CM | 12-1230pm | 1--1--- | :30 | 2 | \$100.00 | P-6 | 0.00 | NM | 2 | \$200.00 |
| (Program: LIVE AT 12-1P NEWS) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 03/14/24 | 03/20/24 | 1--1--- | | | 2 | | | \$100.00 | | 0.00 | | | |
| N 3 | WTMJ | 03/14/24 | 03/17/24 | SU 5-530pm Live at 5 SU 5-530pm Live at 5 | CM | 5-530pm | -----1 | :30 | 1 | \$425.00 | P-3 | 0.00 | NM | 1 | \$425.00 |
| (Program: TMJ4 NEWS AT 5PM SUN) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 03/11/24 | 03/17/24 | -----1 | | | 1 | | | \$425.00 | | 0.00 | | | |
| N 4 | WTMJ | 03/14/24 | 03/18/24 | M-F Live at 10pm News M-F Live at 10pm News | CM | 10-1035pm | 1--11-- | :30 | 3 | \$350.00 | P-6 | 0.00 | NM | 3 | \$1,050.00 |
| (Program: TMJ4 NEWS AT 10PM) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |

Order / Rev: 1265037
Alt Order #: WOC14530991
Flight Dates: 03/14/24 - 03/18/24

Advertiser: Johnson/Democrat/Mayor
Product Desc: Candidate
Estimate: 13336

TODAY'S TMJ4

| 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: 03/14/24 | | 03/14/24 | 03/20/24 | 1--11-- | | | 3 | | \$350.00 | 0.00 | | | | | |
| N 5 | WTMJ | 03/14/24 | 03/18/24 | 5-530pm Live at 5 NewsCM 5-530pm Live at 5 News | | 5-530pm | 1--1--- | :30 | 2 | \$450.00 | P-3 | 0.00 | NM | 2 | \$900.00 |
| (Program: TMJ4 NEWS AT 5PM) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: 03/14/24 | | 03/14/24 | 03/20/24 | 1--1--- | | | 2 | | \$450.00 | 0.00 | | | | | |
| N 6 | WTMJ | 03/14/24 | 03/17/24 | SU Live at 10pm News CM SU Live at 10pm News | | 10-1035pm | -----1 | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| (Program: TMJ4 NEWS AT 10PM SUN) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: 03/11/24 | | 03/17/24 | -----1 | | | 1 | | \$700.00 | 0.00 | | | | | | |
| N 7 | WTMJ | 03/14/24 | 03/15/24 | M-F 7-9am Today ShowCM 7-9am Today Show | | 7-9am | ----1-- | :30 | 1 | \$300.00 | P-3 | 0.00 | NM | 1 | \$300.00 |
| (Program: TODAY SHOW) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: 03/11/24 | | 03/17/24 | ----1-- | | | 1 | | \$300.00 | 0.00 | | | | | | |
| N 8 | WTMJ | 03/14/24 | 03/16/24 | SA Live at 10pm News CM SA Live at 10pm News | | 10-1030pm | -----1- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| (Program: TMJ4 NEWS AT 10PM SAT) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: 03/11/24 | | 03/17/24 | -----1- | | | 1 | | \$700.00 | 0.00 | | | | | | |
| N 9 | WTMJ | 03/14/24 | 03/18/24 | 6-630pm Live at 6pm NewsCM 6-630pm Live at 6pm News | | 6-630pm | 1--11-- | :30 | 3 | \$575.00 | P-3 | 0.00 | NM | 3 | \$1,725.00 |
| (Program: TMJ4 NEWS AT 6PM) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: 03/14/24 | | 03/20/24 | 1--11-- | | | 3 | | \$575.00 | 0.00 | | | | | | |
| N 10 | WTMJ | 03/14/24 | 03/15/24 | M-F 7-9am Today ShowCM 7-9am Today Show | | 8:00 AM-9:00 AM (8:00 AM-9:00 AM) | ----1-- | :30 | 1 | \$300.00 | P-3 | 0.00 | NM | 1 | \$300.00 |
| (Program: TODAY SHOW) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | |
| Week: 03/11/24 | | 03/17/24 | ----1-- | | | 1 | | \$300.00 | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 16 | \$6,340.00 |