ORDER

Orders	Order / Rev:	457600		2
	Alt Order #:	10778230		FR
	Product Desc:	BIDEN FOR PRESIDENT		
	Estimate:	11711		WMLW-TV
	Flight Dates:	05/07/24 - 05/13/24	Primary AE:	Nick Welte
	Original Date / Rev:	05/06/24 / 05/07/24	Sales Office:	HPHIL
	Order Type:	GENERAL	Sales Region:	NAT
Agency	Name:	Media Buying and Analytics		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:	A/P Media Buying	Billing Calendar:	Broadcast
		2020 Howell Mill Road NW	Billing Cycle:	EOM/EOC
		Atlanta, GA 30318	Agency Commission:	15%
Advertiser	Name:	Poli/J Biden/D/Pre/US		
	Demographic:	A35+	New Business End:	
	Product Codes:	PL Candidate	Advertiser External ID:	
	Revenue Code 1:	AGY	Agency External ID:	
	Revenue Code 2:	POL	Unit Code:	General
	Revenue Code 3:	CAND	Order Separation:	00:15:00

Bill Plan

Start Date	End Date # Spots Gros		Gross Amount	Net Amount		
04/29/24	05/13/24	13	\$1,500.00	\$1,275.00		

P-3

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	13	\$1,500.00	\$1,275.00	0.00
Totals	13	\$1,500,00	\$1,275,00	0.00

Account Executives

Priority:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share	Share	Total
WMLW-TV	1%	\$1,500.00
Market	100%	\$150,000,00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WDJT	22%	\$33,000.00
WISN	32%	\$48,000.00
WITI	25%	\$37,500.00
WPXE	0%	\$0.00
WTMJ	20%	\$30,000.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
-	N 4	WMLW	05/07/24	05/07/24	M-F 9pm News	CM	930p-10P	- 1	1:00	1	\$200.00 P-3	0.00 NM	1	\$200.00
					M-F 9pm News -	1hr	(9:30 PM-10:0	00 PM)						
		Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	W	eek: 05/0	7/24	05/13/24	- 1	1	\$200.00	0.00						
_	N 8	WMLW	05/09/24	05/09/24		CM	5pm- 530pm	1	:30	1	\$50.00 P-3	0.00 NM	1	\$50.00

Print Date: 05/07/24 16:52:06 Page 2 of 2

Order / Rev: 457600 Advertiser: Poli/J Biden/D/Pre/US

Alt Order #: 10778230 Product Desc: BIDEN FOR PRESIDENT WMLW-TV

Flight Dates: 05/07/24 - 05/13/24 Estimate: 11711

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			M-F 5p-6p Young Sheldon		(5:00 PM-5:3	0 PM)						
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 05/0	09/24	05/15/24	1	1	\$50.00	0.00						
N 9 WMLW	05/10/2	4 05/10/24	M-F 5p-6p	CM	5pm- 530pm		:30	1	\$50.00 P-3	0.00 NM	1	\$50.00
			Young Sheldon		(5:00 PM-5:3							
Star Week: 05/0	t Date	End Date 05/15/24	<u>Weekdays</u> F	Spots/Week	Rate \$50.00	Rating 0.00						
N10 WMLW			M-F 5p-6p	CM	5pm- 530pm		:30	1	\$50.00 P-3	0.00 NM	1	\$50.00
IN TO VVIVIEVV	03/13/2	4 03/13/24	Young Sheldon	Civi	(5:00 PM-5:3		.50		ψ30.001 -3	0.00 INIVI	'	ψ50.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 05/0	09/24	05/15/24	M	1	\$50.00	0.00						
N11 WMLW	05/11/2	4 05/11/24	CBS 58 Wknd Ne	ews 5p/ © M	Sat 5p-530p	1-	:30	1	\$50.00 P-3	0.00 NM	1	\$50.00
			Sat News									
	rt Date	End Date	<u>Weekdays</u> 1-	Spots/Week	Rate	Rating						
Week: 05/1		05/17/24	M-F 9pm News	CM	\$50.00 9p-930p	0.00	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
IN IZ VVIVILVV	05/06/2	4 05/06/24	M-F 9pm News -		9p-930p (9:00 PM-9:3	=	.30	'	\$100.00 F-3	U.UU INIVI	,	φ100.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 05/0	08/24	05/14/24	1	1	\$100.00	0.00						
N13 WMLW	05/13/2	4 05/13/24	M-F 9pm News	CM	9p-930p	M	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
			M-F 9pm News -		(9:00 PM-9:3	0 PM)						
	rt Date	End Date	<u>Weekdays</u> M	Spots/Week	<u>Rate</u>	Rating						
Week: 05/0		05/14/24	172	ws CM	\$100.00 9p-930p	0.00	:30	2	\$150.00 P-2	0.00 NM	2	\$300.00
N 14 VVIVILVV	05/11/2	4 05/11/24	Sat-Sun 9pm Ne		9p-930p (9:00 PM-9:3		.30	2	\$150.00 F-2	U.UU INIVI		φ300.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 05/1		05/17/24	S-	2	\$150.00	0.00						
N15 WMLW	05/11/2	4 05/11/24	Sat-Sun 9pm Nev	ws CM	930p-10P	S-	:30	2	\$150.00 P-2	0.00 NM	2	\$300.00
			Sat-Sun 9pm Ne		(9:30 PM-10:	,						
	rt Date	End Date	<u>Weekdays</u> S-	Spots/Week	Rate	Rating						
Week: 05/1		05/17/24		ws CM	\$150.00 9p-930p	0.00	:30	2	\$150.00 P-2	0.00 NM	2	\$300.00
IN IO VVIVILVV	UD/ 12/2	4 05/12/24	Sat-Sun 9pm Nev Sat-Sun 9pm Ne	-	9p-930p (9:00 PM-9:3		.30	2	φ10U.UU P-2	U.UU INIVI		φ300.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 05/1		05/18/24	S	2	\$150.00	0.00						

Totals 13 \$1,500.00