

# ORDER



**Orders**  
**Order / Rev:** 457599  
**Alt Order #:** 10778229  
**Product Desc:** BIDEN FOR PRESIDENT  
**Estimate:** 11711  
**Flight Dates:** 05/07/24 - 05/13/24  
**Original Date / Rev:** 05/06/24 / 05/07/24  
**Order Type:** GENERAL

**WDJT-TV-LP CBS58**

**Primary AE:** Nick Welte  
**Sales Office:** HPHIL  
**Sales Region:** NAT

**Agency Name:** Media Buying and Analytics  
**Buying Contact:** Heather Hartig  
**Billing Contact:** A/P Media Buying  
 2020 Howell Mill Road NW  
 Atlanta, GA 30318

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

**Advertiser Name:** Poli/J Biden/D/Pre/US  
**Demographic:** A35+  
**Product Codes:** PL Candidate  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** P-2

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/13/24	35	\$15,800.00	\$13,430.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	35	\$15,800.00	\$13,430.00	0.00
<b>Totals</b>	<b>35</b>	<b>\$15,800.00</b>	<b>\$13,430.00</b>	<b>0.00</b>

**Account Executives**

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

**Order Share**

	Share	Total
WDJT-TV-LP CBS58	22%	\$15,800.00
Market	100%	\$71,818.18

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	32%	\$22,981.82
WITI	25%	\$17,954.55
WMLW-	1%	\$718.18
WPXE	0%	\$0.00
WTMJ	20%	\$14,363.64
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDJT	05/08/24	05/08/24	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-630a (5:57 AM-6:30 AM)	--1----	1:00	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/08/24	05/14/24	--1----		1		\$200.00		0.00					
N 2	WDJT	05/07/24	05/07/24		CM	630a-7a	-1-----	1:00	1	\$200.00	P-2	0.00	NM	1	\$200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Morning News M-F 6a - 7a		(6:30 AM-7:00 AM)									
				M-F 6a - 7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/07/24	05/13/24	- 1-----	1	\$200.00	0.00								
N 5	WDJT	05/08/24	05/08/24	CBS This Morning M-F 7a-9a	CM	8a-9a	-- 1----	1:00	1	\$300.00	P-2	0.00	NM	1	\$300.00
				CBS This Morning M-F 7a-9a		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/08/24	05/14/24	-- 1----	1	\$300.00	0.00								
N 7	WDJT	05/07/24	05/07/24	M-F 4p-5p News	CM	4p-430p	- 1-----	1:00	1	\$400.00	P-2	0.00	NM	1	\$400.00
				M-F 4p-5p News		(4:00 PM-4:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/07/24	05/13/24	- 1-----	1	\$400.00	0.00								
N 11	WDJT	05/07/24	05/07/24	M-F 5pm News	CM	5p-530p	- 1-----	1:00	1	\$800.00	P-2	0.00	NM	1	\$800.00
				M-F 5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/07/24	05/13/24	- 1-----	1	\$800.00	0.00								
N 22	WDJT	05/09/24	05/09/24	CBS This Morning M-F 7a-9a	CM	7a-8a	--- 1---	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
				CBS This Morning M-F 7a-9a		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/09/24	05/15/24	--- 1---	1	\$150.00	0.00								
N 23	WDJT	05/10/24	05/10/24	CBS This Morning M-F 7a-9a	CM	7a-8a	---- F--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
				CBS This Morning M-F 7a-9a		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/09/24	05/15/24	---- F--	1	\$150.00	0.00								
N 24	WDJT	05/13/24	05/13/24	CBS This Morning M-F 7a-9a	CM	7a-8a	M-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
				CBS This Morning M-F 7a-9a		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/09/24	05/15/24	M-----	2	\$150.00	0.00								
N 25	WDJT	05/08/24	05/08/24	M-F 4p-5p News	CM	430p-5p	-- W----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				M-F 4p-5p News		(4:30 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/02/24	05/08/24	-- W----	1	\$200.00	0.00								
N 26	WDJT	05/09/24	05/09/24	M-F 4p-5p News	CM	430p-5p	--- T---	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				M-F 4p-5p News		(4:30 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/09/24	05/15/24	--- T---	1	\$200.00	0.00								
N 27	WDJT	05/10/24	05/10/24	M-F 4p-5p News	CM	430p-5p	---- F--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				M-F 4p-5p News		(4:30 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/09/24	05/15/24	---- F--	1	\$200.00	0.00								
N 28	WDJT	05/13/24	05/13/24	M-F 4p-5p News	CM	430p-5p	M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				M-F 4p-5p News		(4:30 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/09/24	05/15/24	M-----	1	\$200.00	0.00								
N 29	WDJT	05/11/24	05/11/24	Sat 5pm News	CM	5p-530p	----- S-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
				Sat 5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/11/24	05/17/24	----- S-	2	\$350.00	0.00								
N 30	WDJT	05/12/24	05/12/24	Sun 530pm News	CM	530p-6p	----- S	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
				Sun 530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/12/24	05/18/24	----- S	2	\$400.00	0.00								
N 33	WDJT	05/12/24	05/12/24	Su 7p - 8p	CM	7p - 8p	----- 1	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
				The Equalizer											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/12/24	05/18/24	----- 1	1	\$2,000.00	0.00								
N 34	WDJT	05/09/24	05/09/24	M-F Late News	CM	10p-1035p	--- 1---	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				M-F Late News											
		<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: 05/09/24	05/15/24	--- 1---		1				\$600.00		0.00			
N35	WDJT	05/10/24	05/10/24	M-F Late News M-F Late News	CM	10p-1035p	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
N36	WDJT	05/11/24	05/11/24	Sat Late News Sat Late News	CM	10pm-1030pm (10:00 PM-10:30 PM)	-----S-	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
N37	WDJT	05/12/24	05/12/24	Sun Late News Sun Late News	CM	10pm-1030pm (10:00 PM-10:30 PM)	-----S	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
N38	WDJT	05/12/24	05/12/24	CBS58 Sun Morning 7a-8a CBS58 Sun Morning 7a-8a	CM	7a-8a	-----S	:30	2	\$180.00	P-2	0.00	NM	2	\$360.00
N39	WDJT	05/12/24	05/12/24	Sun 11pm-12m The Equalizer	CM	11pm-12m	-----S	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
N40	WDJT	05/10/24	05/10/24	CBS This Morning M-F 7M CBS This Morning M-F 7a-9a	CM	8a-9a (8:00 AM-9:00 AM)	----1--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
N41	WDJT	05/13/24	05/13/24	CBS This Morning M-F 7M CBS This Morning M-F 7a-9a	CM	8a-9a (8:00 AM-9:00 AM)	M-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
N42	WDJT	05/10/24	05/10/24	M-F 4p-5p News M-F 4p-5p News	CM	4p-430p (4:00 PM-4:30 PM)	----F--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
N43	WDJT	05/13/24	05/13/24	M-F 4p-5p News M-F 4p-5p News	CM	4p-430p (4:00 PM-4:30 PM)	M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
N44	WDJT	05/12/24	05/12/24	Su 8p - 9p Tracker	CM	8p-9p	-----1	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
N45	WDJT	05/10/24	05/10/24	Jeopardy 6p-630p Jeopardy / M-F	CM	6p-630p	----1--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
N46	WDJT	05/13/24	05/13/24	Jeopardy 6p-630p Jeopardy / M-F	CM	6p-630p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
													Totals	35	\$15,800.00