

ORDER



WMLW-TV

Orders
Order / Rev: 424314
Alt Order #: 10386394
Product Desc: ALL FOR COMMON SENSE
Estimate: 10742
Flight Dates: 11/01/22 - 11/07/22
Original Date / Rev: 05/11/22 / 05/11/22
Order Type: GENERAL

Primary AE: Jay Smith
Sales Office: HDC
Sales Region: NAT

Agency Name: Great American Media
Buying Contact:
Billing Contact: Andrew Hutson
 3050 K Street NW
 Washington, DC 20007

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

Advertiser Name: Issue/Alliance Common Sense
Demographic: A35+
Product Codes: PL Issue
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-2

New Business Thru:
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
10/31/22	11/07/22	32	\$5,850.00	\$4,972.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2022	32	\$5,850.00	\$4,972.50	0.00
Totals	32	\$5,850.00	\$4,972.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jay Smith			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WMLW-TV	1%	\$5,850.00
Market	100%	\$585,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	2%	\$11,700.00
WCGV	0%	\$0.00
WDJT	17%	\$99,450.00
WISN	26%	\$152,100.00
WITI	35%	\$204,750.00
WPXE	0%	\$0.00
WTMJ	18%	\$105,300.00
WVTV	1%	\$5,850.00
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	WMLW	11/01/22	11/07/22	CBS58 AM News Rotator	CM	7am-9am	MTWTF--	:30	5	\$60.00	P-2	0.00	NM	5	\$300.00
				CBS58 AM News Rotator											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/01/22	11/07/22	MTWTF--		5		\$60.00		0.00					
N 3	WMLW	11/01/22	11/07/22		CM	430-5p	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00

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 WMLW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				4pm-5pm BBT		(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:		11/01/22	11/07/22	MTWTF--		5			\$100.00		0.00				
N 4	WMLW	11/01/22	11/07/22	M-F 5p-6p Young Sheldon	CM	5pm- 530pm (5:00 PM-5:30 PM)	MTWTF--	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/01/22	11/07/22	MTWTF--		3			\$150.00		0.00				
N 5	WMLW	11/01/22	11/07/22	M-F 5p-6p Young Sheldon	CM	530pm- 6pm (5:30 PM-6:00 PM)	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/01/22	11/07/22	MTWTF--		5			\$150.00		0.00				
N 6	WMLW	11/05/22	11/05/22	CBS 58 Wknd News 5p/5M Sat News	CM	Sat 5p-530p	-----1-	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/31/22	11/06/22	-----1-		1			\$150.00		0.00				
N 7	WMLW	11/06/22	11/06/22	CBS 58 Wknd News 5p/5M Sun News	CM	Sun530p-6p	-----1	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/31/22	11/06/22	-----1		1			\$150.00		0.00				
N 8	WMLW	11/01/22	11/07/22	M-F 630p-7p Big Bang Theory	CM	630p-7p	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/01/22	11/07/22	MTWTF--		5			\$500.00		0.00				
N 9	WMLW	11/01/22	11/07/22	M-F 9pm News M-F 9pm News - 1hr	CM	9p-10P	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/01/22	11/07/22	MTWTF--		5			\$150.00		0.00				
N 10	WMLW	11/05/22	11/06/22	Sat-Sun 9pm News Sat-Sun 9pm News - 1hr	CM	9p-10P	-----SS	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/31/22	11/06/22	-----SS		1			\$150.00		0.00				
N 11	WMLW	11/05/22	11/06/22	Sat-Sun 9pm News Sat-Sun 9pm News - 1hr	CM	9p-10P	-----SS	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/31/22	11/06/22	-----SS		1			\$150.00		0.00				

Totals 32 \$5,850.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Great American Media, Authorized Media Buyer
do hereby request station time concerning the following issue:

2022 WI candidate issues

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

This broadcast time will be used by: Alliance for Common Sense

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
“COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE.”
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that “communicates a political matter of national importance” includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to “our next senator”, “our person in Washington” or “the President”); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate “a message relating to any political matter of national importance?”
 Yes No

For programming that “communicates a message relating to any political matter of national importance,” list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the “sponsor”).

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that “communicates a message relating to any political matter of national importance,” attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT “COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE”**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

1225 Eye St. NW Suite 1100 Washington, DC 20005

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the “sponsor”).

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Noam Lee, Chairperson
Stephen Hill, Treasurer

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

5/6/2022		(202) 772-5600
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

_____	_____	_____
Signature	Printed Name	Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots “communicating a political matter of national importance” air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC’s online political files include a folder for “Terms and Disclosures.” NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.