

# ORDER



WMLW-TV

**Orders**  
**Order / Rev:** 424313  
**Alt Order #:** 10386393  
**Product Desc:** ALL FOR COMMON SENSE  
**Estimate:** 10741  
**Flight Dates:** 10/25/22 - 10/31/22  
**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
09/26/22	10/30/22	27	\$4,890.00	\$4,156.50
10/31/22	10/31/22	5	\$960.00	\$816.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	27	\$4,890.00	\$4,156.50	0.00
November 2022	5	\$960.00	\$816.00	0.00
<b>Totals</b>	<b>32</b>	<b>\$5,850.00</b>	<b>\$4,972.50</b>	<b>0.00</b>

**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	10/25/22	10/31/22	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: 10/25/22	10/31/22	MTWTF--	5	\$60.00	0.00								

Order / Rev: 424313  
 Alt Order #: 10386393  
 Flight Dates: 10/25/22 - 10/31/22

Advertiser: Issue/Alliance Common Sense  
 Product Desc: ALL FOR COMMON SENSE  
 Estimate: 10741

WMLW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WMLW	10/25/22	10/31/22	4pm-5pm BBT	CM	430-5p (4:30 PM-5:00 PM)	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/22	10/31/22	MTWTF--		5				\$100.00		0.00			
N 4	WMLW	10/25/22	10/31/22	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:		10/25/22	10/31/22	MTWTF--		3				\$150.00		0.00			
N 5	WMLW	10/25/22	10/31/22	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:		10/25/22	10/31/22	MTWTF--		5				\$150.00		0.00			
N 6	WMLW	10/29/22	10/29/22	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:		10/24/22	10/30/22	-----1-		1				\$150.00		0.00			
N 7	WMLW	10/30/22	10/30/22	CBS 58 Wknd News 5p/5M Sun News	CM	Sun 530p-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:		10/24/22	10/30/22	-----1		1				\$150.00		0.00			
N 8	WMLW	10/25/22	10/31/22	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:		10/25/22	10/31/22	MTWTF--		5				\$500.00		0.00			
N 9	WMLW	10/25/22	10/31/22	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:		10/25/22	10/31/22	MTWTF--		5				\$150.00		0.00			
N 10	WMLW	10/29/22	10/30/22	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:		10/24/22	10/30/22	-----SS		1				\$150.00		0.00			
N 11	WMLW	10/29/22	10/30/22	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:		10/24/22	10/30/22	-----SS		1				\$150.00		0.00			
													Totals	32	\$5,850.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

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.