

# ORDER



**Orders**  
**Order / Rev:** 457824  
**Alt Order #:** 10779479  
**Product Desc:** EV AWARENESS  
**Estimate:** 6947  
**Flight Dates:** 05/13/24 - 05/19/24  
**Original Date / Rev:** 05/10/24 / 05/10/24  
**Order Type:** GENERAL

**WDJT-TV-LP CBS58**

**Primary AE:** Christopher Lane  
**Sales Office:** HDAL  
**Sales Region:** NAT

**Agency Name:** Media Ad Ventures  
**Buying Contact:**  
**Billing Contact:** Carolyn Bush  
 8136 Old Keene Mill Road  
 Springfield, VA 22152

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

**Advertiser Name:** Issue/American Fuel & Petrochemical  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**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   | 05/17/24 | 8       | \$14,650.00  | \$12,452.50 |

**Totals**

| Month         | # Spots  | Gross Amount       | Net Amount         | Rating      |
|---------------|----------|--------------------|--------------------|-------------|
| May 2024      | 8        | \$14,650.00        | \$12,452.50        | 0.00        |
| <b>Totals</b> | <b>8</b> | <b>\$14,650.00</b> | <b>\$12,452.50</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Christopher Lane  |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|                  | Share | Total       |
|------------------|-------|-------------|
| WDJT-TV-LP CBS58 | 17%   | \$14,650.00 |
| Market           | 100%  | \$86,176.47 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| WBME  | 0%    | \$0.00      |
| WCGV  | 0%    | \$0.00      |
| WISN  | 35%   | \$30,161.76 |
| WITI  | 12%   | \$10,341.18 |
| WMLW- | 0%    | \$0.00      |
| WPXE  | 0%    | \$0.00      |
| WTMJ  | 36%   | \$31,023.53 |
| 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 | 05/14/24          | 05/14/24        | M-F 5pm News<br>M-F 5pm News | CM    | 5p-530p           | - 1 - - - - - | :30         | 1     | \$650.00      | P-2 | 0.00 | NM   | 1     | \$650.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |       | <u>Spots/Week</u> |               | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |          |
|     |      | Week: 05/14/24    | 05/20/24        | - 1 - - - - -                |       | 1                 |               | \$650.00    |       | 0.00          |     |      |      |       |          |
| N 2 | WDJT | 05/15/24          | 05/15/24        |                              | CM    | 5p-530p           | - - 1 - - - - | :30         | 1     | \$650.00      | P-2 | 0.00 | NM   | 1     | \$650.00 |

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 Product Desc: EV AWARENESS  
 Estimate: 6947

WDJT-TV-LP CBS58

| Ln    | Ch   | Start             | End             | Inventory Code           | Break             | Start/End Time | Days          | Len | Spots | Rate       | Pri | Rtg  | Type   | Spots | Amount      |
|-------|------|-------------------|-----------------|--------------------------|-------------------|----------------|---------------|-----|-------|------------|-----|------|--------|-------|-------------|
|       |      |                   |                 | M-F 5pm News             |                   |                |               |     |       |            |     |      |        |       |             |
|       |      |                   |                 | 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: |      | 05/15/24          | 05/21/24        | -- 1----                 | 1                 | \$650.00       | 0.00          |     |       |            |     |      |        |       |             |
| N 3   | WDJT | 05/16/24          | 05/16/24        | M-F 5pm News             | CM                | 5p-530p        | --- 1---      | :30 | 1     | \$650.00   | P-2 | 0.00 | NM     | 1     | \$650.00    |
|       |      |                   |                 | 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: |      | 05/16/24          | 05/22/24        | --- 1---                 | 1                 | \$650.00       | 0.00          |     |       |            |     |      |        |       |             |
| N 4   | WDJT | 05/13/24          | 05/13/24        | Jeopardy 6p-630p         | CM                | 6p-630p        | 1-----        | :30 | 1     | \$3,500.00 | P-2 | 0.00 | NM     | 1     | \$3,500.00  |
|       |      |                   |                 | Jeopardy / M-F           |                   |                |               |     |       |            |     |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          | <u>Spots/Week</u> | <u>Rate</u>    | <u>Rating</u> |     |       |            |     |      |        |       |             |
| Week: |      | 05/13/24          | 05/19/24        | 1-----                   | 1                 | \$3,500.00     | 0.00          |     |       |            |     |      |        |       |             |
| N 5   | WDJT | 05/17/24          | 05/17/24        | Jeopardy 6p-630p         | CM                | 6p-630p        | ---- 1--      | :30 | 1     | \$3,500.00 | P-2 | 0.00 | NM     | 1     | \$3,500.00  |
|       |      |                   |                 | Jeopardy / M-F           |                   |                |               |     |       |            |     |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          | <u>Spots/Week</u> | <u>Rate</u>    | <u>Rating</u> |     |       |            |     |      |        |       |             |
| Week: |      | 05/17/24          | 05/23/24        | ---- 1--                 | 1                 | \$3,500.00     | 0.00          |     |       |            |     |      |        |       |             |
| N 6   | WDJT | 05/15/24          | 05/15/24        | Wheel of Fortune 630p-7p | CM                | 630pm-7pm      | -- 1----      | :30 | 1     | \$4,000.00 | P-2 | 0.00 | NM     | 1     | \$4,000.00  |
|       |      |                   |                 | Wheel of Fortune / M-F   |                   |                |               |     |       |            |     |      |        |       |             |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          | <u>Spots/Week</u> | <u>Rate</u>    | <u>Rating</u> |     |       |            |     |      |        |       |             |
| Week: |      | 05/15/24          | 05/21/24        | -- 1----                 | 1                 | \$4,000.00     | 0.00          |     |       |            |     |      |        |       |             |
| N 7   | WDJT | 05/13/24          | 05/13/24        | M-F Late News            | CM                | 10p-1035p      | 1-----        | :30 | 1     | \$850.00   | P-2 | 0.00 | NM     | 1     | \$850.00    |
|       |      |                   |                 | 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> |     |       |            |     |      |        |       |             |
| Week: |      | 05/13/24          | 05/19/24        | 1-----                   | 1                 | \$850.00       | 0.00          |     |       |            |     |      |        |       |             |
| N 8   | WDJT | 05/16/24          | 05/16/24        | M-F Late News            | CM                | 10p-1035p      | --- 1---      | :30 | 1     | \$850.00   | P-2 | 0.00 | NM     | 1     | \$850.00    |
|       |      |                   |                 | 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> |     |       |            |     |      |        |       |             |
| Week: |      | 05/16/24          | 05/22/24        | --- 1---                 | 1                 | \$850.00       | 0.00          |     |       |            |     |      |        |       |             |
|       |      |                   |                 |                          |                   |                |               |     |       |            |     |      | Totals | 8     | \$14,650.00 |