

ORDER



Orders

Order / Rev:

1266809

Alt Order #:

WOC14538626

Product Desc:

2024 President Elections

Estimate:

11527

Flight Dates:

03/19/24 - 03/25/24

Original Date / Rev:

03/18/24 / 03/18/24

Order Type:

GENERAL

TODAY'S TMJ4

Primary AE:

Margie MacDonald

Sales Office:

EWSDC

Sales Region:

NAT

Agency

Name:

Media Buying and Analytics

Buying Contact:

Billing Contact:

4355 Cobb Pkwy SE

Atlanta, GA 30339

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Biden/Democrat/President

Demographic:

A35+

Product Codes:

Federal Candidate,Presidential

Revenue Code 1:

DISC

Revenue Code 2:

POL

Revenue Code 3:

CAND

Priority:

P-3

New Business End:

Advertiser External ID:

255871

Agency External ID:

138770

Unit Code:

General

Order Separation:

00:10:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/25/24	16	\$8,280.00	\$7,038.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	16	\$8,280.00	\$7,038.00	0.00
Totals	16	\$8,280.00	\$7,038.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald	EWSDC	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTMJ	03/19/24	03/22/24	5-6am Daybreak Early 5-6am Daybreak Early	CM	5-6am	----1--	1:00	1	\$80.00	P-6	0.00	NM	1	\$80.00
(Program: TMJ4-TDY ED1) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/18/24	03/24/24	----1--	1		\$80.00		0.00						
N 2	WTMJ	03/19/24	03/22/24	M-F 12-1230p Live at Noon 12-1230p Live at Noon	CM	12-1230pm	-1111--	1:00	4	\$200.00	P-6	0.00	NM	4	\$800.00
(Program: TMJ4 NWS-NOON) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/18/24	03/24/24	-1111--	4		\$200.00		0.00						
N 3	WTMJ	03/19/24	03/22/24	M-F 4-5pm News M-F 4-5pm News	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	-1--1--	1:00	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
(Program: TMJ4 NWS-4) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/18/24	03/24/24	-1--1--	2		\$500.00		0.00						
N 4	WTMJ	03/19/24	03/25/24	M-F 4-5pm News M-F 4-5pm News	CM	4-5pm	1-1----	1:00	2	\$450.00	P-3	0.00	NM	2	\$900.00
(Program: TMJ4 NWS-4) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Order / Rev: 1266809
 Alt Order #: WOC14538626
 Flight Dates: 03/19/24 - 03/25/24

Advertiser: Biden/Democrat/President
 Product Desc: 2024 President Elections
 Estimate: 11527

TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		03/19/24	03/25/24	1-1----	2				\$450.00		0.00				
N 5	WTMJ	03/19/24	03/22/24	5-530pm Live at 5 NewsCM 5-530pm Live at 5 News		5-530pm	-1--1--	1:00	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
(Program: TMJ4 NWS-5) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		03/18/24	03/24/24	-1--1--	2				\$900.00		0.00				
N 6	WTMJ	03/19/24	03/23/24	SA 5-530pm Live at 5 CM SA 5-530pm Live at 5		5-530pm	-----1-	1:00	1	\$850.00	P-3	0.00	NM	1	\$850.00
(Program: EARLY NEWS) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		03/18/24	03/24/24	-----1-	1				\$850.00		0.00				
N 7	WTMJ	03/19/24	03/24/24	SU 5-530pm Live at 5 CM SU 5-530pm Live at 5		5-530pm	-----1	1:00	1	\$850.00	P-3	0.00	NM	1	\$850.00
(Program: EARLY NEWS) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		03/18/24	03/24/24	-----1	1				\$850.00		0.00				
N 8	WTMJ	03/19/24	03/25/24	M-F Live at 10pm News CM M-F Live at 10pm News		10-1035pm	1-1----	1:00	2	\$700.00	P-6	0.00	NM	2	\$1,400.00
(Program: TMJ4 NWS-10<) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		03/19/24	03/25/24	1-1----	2				\$700.00		0.00				
N 9	WTMJ	03/19/24	03/24/24	Sunday Today Show CM Sunday Today Show		7-8am	-----1	1:00	1	\$600.00	P-3	0.00	NM	1	\$600.00
(Program: SUN TODAY-NBC) 1Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 1st Q 2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		03/18/24	03/24/24	-----1	1				\$600.00		0.00				
													Totals	16	\$8,280.00