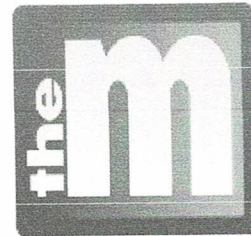


ORDER**WMLW-TV**

Orders
Order / Rev: 424566
Alt Order #: 10390337
Product Desc: BARNES FOR SENATE
Estimate: 1109
Flight Dates: 05/31/22 - 06/06/22
Original Date / Rev: 05/20/22 / 05/20/22
Order Type: GENERAL

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

Agency Name: Left Hook Communications
Buying Contact:
Billing Contact: Sally Rodgers
 2601 Ocean Park Blvd Ste 324
 Santa Monica, CA 90291

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

Advertiser Name: Poli/M Barnes/D/SEN/WI
Demographic: A35+
Product Codes: PL US Senate
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: CAND
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
05/30/22	06/06/22	26	\$2,565.00	\$2,180.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2022	26	\$2,565.00	\$2,180.25	0.00
Totals	26	\$2,565.00	\$2,180.25	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	Share	Total
WMLW-TV	1%	\$2,565.00
Market	100%	\$256,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WDJT	20%	\$51,300.00
WISN	30%	\$76,950.00
WITI	29%	\$74,385.00
WPXE	0%	\$0.00
WTMJ	20%	\$51,300.00
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	WMLW	06/05/22	06/05/22	Sun 10a-11a CBS58 Sunday Morning	CM	Sun 10a-11a	-----1	:30	1	\$35.00	P-2	0.00	NM	1	\$35.00												
<table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th></tr><tr><td>Week: 05/30/22</td><td>06/05/22</td><td>-----1</td><td>1</td><td>\$35.00</td><td>0.00</td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 05/30/22	06/05/22	-----1	1	\$35.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 05/30/22	06/05/22	-----1	1	\$35.00	0.00																						
N 2	WMLW	06/05/22	06/05/22		CM	Sun530p-6p	-----1	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00												

Order / Rev: 424566
 Alt Order #: 10390337
 Flight Dates: 05/31/22 - 06/06/22

Advertiser: Poli/M Barnes/D/SEN/WI
 Product Desc: BARNES FOR SENATE
 Estimate: 1109

WMLW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS 58 Wknd News 5p/5: Sun News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/30/22	06/05/22	-----1					1	\$60.00		0.00			
N 3	WMLW	05/31/22	06/06/22	M-F 9pm News M-F 9pm News - 1hr	CM	9p-10P	MTWTF--	:30	4	\$90.00	P-2	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/31/22	06/06/22	MTWTF--					4	\$90.00		0.00			
N 4	WMLW	06/04/22	06/04/22	Sat-Sun 9pm News Sat-Sun 9pm News - 1hr	CM	9p-10P	-----1-	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/30/22	06/05/22	-----1-					1	\$90.00		0.00			
N 5	WMLW	06/05/22	06/05/22	Sat-Sun 9pm News Sat-Sun 9pm News - 1hr	CM	9p-10P	-----1	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/30/22	06/05/22	-----1					1	\$100.00		0.00			
N 6	WMLW	05/31/22	06/06/22	M-F 6p-630p Big Bang Theory	CM	6p-630p	MTWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/31/22	06/06/22	MTWTF--					4	\$150.00		0.00			
N 7	WMLW	05/31/22	06/06/22	M-F 630p-7p Big Bang Theory	CM	630p-7p	MTWTF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/31/22	06/06/22	MTWTF--					4	\$175.00		0.00			
N 8	WMLW	05/31/22	06/06/22	M-F 7p-8p Dateline / 7p-8p	CM	7p-8p	MTWTF--	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/31/22	06/06/22	MTWTF--					4	\$55.00		0.00			
N 9	WMLW	05/31/22	06/06/22	M-F 8p-9p Dateline / 8p-9p	CM	8p-9p	MTWTF--	:30	4	\$55.00	P-2	0.00	NM	4	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/31/22	06/06/22	MTWTF--					4	\$55.00		0.00			
N 10	WMLW	06/04/22	06/05/22	Sat/Sun 6p-630p Big Bang Theory	CM	6p-630p	-----SS	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/30/22	06/05/22	-----SS					1	\$90.00		0.00			
N 11	WMLW	06/04/22	06/05/22	Sat/Sun 630p-7p Big Bang	CM	630p-7p	-----SS	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/30/22	06/05/22	-----SS					1	\$90.00		0.00			
													Totals	26	\$2,565.00

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Kelly Polce, Left Hook Strategy, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 



FEDERAL CANDIDATE



STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Mandela Barnes

Authorized committee:

Mandela Barnes for Wisconsin

Agency requesting time (and contact information):



Left Hook Strategy, 2022 18th St 220, Washington, DC 20009

Candidate's political party:

Democrat

Office sought (no acronyms or abbreviations):

United States Senate

Date of election:

08/09/2022



General



Primary

Treasurer of candidate's authorized committee:

Ellen Bravo, PO BOX 597 Milwaukee WI 53201

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):



the candidate listed above who is a legally qualified candidate, or




the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

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

Candidate/Committee/Agency	Station Representative
Signature: 	Signature:
Name: Kelly Polce, Left Hook Strategy	Name:
Date of Request to Purchase Ad Time: 5/18/22	Date of Station Agreement to Sell Time:

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:



Name: Kelly Polce, Left Hook Strategy

Date: 5/18/22

TO BE COMPLETED BY STATION ONLYAd submitted to Station? ☐ Yes ☐ No

Date ad received: _____

Federal candidate certification signed (above): ☐ Yes ☐ No ☐ N/A

Disposition:

☐ Accepted☐ Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*☐ Rejected – provide reason: _____

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag): _____

Contract #:

Station Call Letters:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.