

ORDER



Orders
Order / Rev: 1279131
Alt Order #: WOC14616807
Product Desc: candidate
Estimate: 409
Flight Dates: 04/10/24 - 04/16/24
Original Date / Rev: 04/09/24 / 04/15/24
Order Type: GENERAL

WMAR
Primary AE: Joshua Reiter
Sales Office: EWSDC
Sales Region: NAT

Agency Name: 360 Touch - POL
Buying Contact:
Billing Contact:
 4222 Hilltop Drive
 Park City, UT 84098

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

Advertiser Name: Ficker/Republican/US Senate
Demographic: A35-54
Product Codes: Federal Candidate
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-6

New Business End:
Advertiser External ID: 280877
Agency External ID: 150493
Unit Code: General
Order Separation: 00:10:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/16/24	40	\$5,785.00	\$4,917.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	40	\$5,785.00	\$4,917.25	37.97
Totals	40	\$5,785.00	\$4,917.25	37.97

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joshua Reiter			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	WMAR	04/10/24	04/16/24	M-F 6-7am 2 News M-F 6-7am 2 News (Program: GD MORN MD 6A/GD MORN MD6.30) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of WMAR airing WMAR-2 News Good Morning Maryland at 6AM on 3/27/2023, WMAR-2 News Good Morning Maryland at 6:30AM on 3/27/2023, WMAR-2 News Good Morning Maryland at 6AM on 3/28/2023, WMAR-2 News	CM	6-7AM	111-1--	:30	4	\$75.00	P-6	0.83	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/24	04/16/24	--1-1--		2				\$75.00		0.83			
N 2	WMAR	04/10/24	04/15/24	M-F 7-9am GMA M-F 7-9am GMA (Program: GD MRN AMR-ABC<) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of Good Morning America on WMAR airing 65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023, 4/12/2023, 4/13/2	CM	7-9am	1-111--	:30	4	\$115.00	P-6	1.36	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/24	04/16/24	--11---		2				\$115.00		1.36			
N 3	WMAR	04/10/24	04/13/24	SA 8-10am GMA Weekend SA 8-10am GMA Weekend (Program: GD MRN-SAT-ABC/GD MRN2-SA-ABC) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of Good Morning America Saturday on WMAR airing 24 times on 4/1/2023, 4/8/2023, 4/15/2023, 4/22/2023, 4/29/2023, 5/13/2023, 5/20/2023, 5/27/2023, 6/3/2023, 6/10/2023, 6/17/2023 and 6/24/2023	CM	8-10am	-----1-	:30	1	\$50.00	P-6	0.80	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	-----1-		1				\$50.00		0.80			

Order / Rev: 1279131
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 Flight Dates: 04/10/24 - 04/16/24

Advertiser: Ficker/Republican/US Senate
 Product Desc: candidate
 Estimate: 409
WMAR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																
N 4	WMAR	04/10/24	04/14/24	SU 9-10am This Week SU 9-10am This Week	CM	9-10am	-----1	:30	1	\$250.00	P-3	1.14	NM	1	\$250.00																																
(Program: THIS WEEK-ABC) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of This Week with George Stephanopoulos on WMAR airing 11 times on 4/2/2023, 4/9/2023, 4/16/2023, 4/23/2023, 4/30/2023, 5/7/2023, 5/14/2023, 5/21/2023, 6/4/2023, 6/11/2023 and 6/18/2023																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 04/08/24	04/14/24	-----1	1	\$250.00	1.14																																										
N 5	WMAR	04/10/24	04/15/24	M-F 12-1230pm M-F 12-1230pm	CM	12-1230pm	1-1-1--	:30	3	\$30.00	P-6	0.43	NM	2	\$60.00																																
(Program: MIDDAY MARYLND) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of Midday Maryland on WMAR airing 65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023, 4/12/2023, 4/13/2023,																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 04/10/24	04/16/24	--1-1--	2	\$30.00	0.43																																										
N 6	WMAR	04/10/24	04/16/24	M-F 2-3pm M-F 2-3pm	CM	2-3pm	11-11--	:30	4	\$250.00	P-3	1.14	NM	2	\$500.00																																
(Program: GENRL HOSPITAL) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of General Hospital on WMAR airing 63 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023, 4/12/2023, 4/13/2023, 4/14/2023																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 04/10/24	04/16/24	---11--	2	\$250.00	1.14																																										
N 7	WMAR	04/10/24	04/16/24	M-F 5-6pm M-F 5-6pm	CM	5-6pm	-111---	:30	3	\$60.00	P-6	0.44	NM	2	\$120.00																																
(Program: WMAR-2NWS AT 5) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of WMAR airing WMAR-2 News at 5PM on 3/27/2023, WMAR-2 News at 5:30PM on 3/27/2023, WMAR-2 News at 5PM on 3/28/2023, WMAR-2 News at 5:30PM on 3/28/2023, WMAR-2 News at 5PM on 3/29/2023, WMAR-2 Ne																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 04/10/24	04/16/24	--11---	2	\$60.00	0.44																																										
N 8	WMAR	04/10/24	04/16/24	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	11-11--	:30	4	\$85.00	P-6	1.17	NM	4	\$340.00																																
(Program: WMAR-2NWS AT 6) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of WMAR-2 News at 6PM on WMAR airing 65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023, 4/12/2023, 4/13/2023																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 04/10/24	04/16/24	11-11--	4	\$85.00	1.17																																										
N 9	WMAR	04/10/24	04/15/24	M-F 630-7pm ABC News M-F 630-7pm ABC News	CM	630-7pm	1-1-1--	:30	3	\$500.00	P-3	2.71	NM	2	\$1,000.00																																
(Program: ABC-WORLD NWS) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of ABC World News Tonight with David Muir on WMAR airing 65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023,																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 04/10/24	04/16/24	--1-1--	2	\$500.00	2.71																																										
N 10	WMAR	04/10/24	04/13/24	SA 6-630pm ABC News SA 6-630pm ABC News	CM	6-630pm	-----1-	:30	1	\$500.00	P-3	1.69	NM	1	\$500.00																																
(Program: AVG. ALL WKS) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of ABC World News Tonight Saturday on WMAR airing 11 times on 4/1/2023, 4/15/2023, 4/22/2023, 5/6/2023, 5/13/2023, 5/20/2023, 5/27/2023, 6/3/2023, 6/10/2023, 6/17/2023 and 6/24/2023																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 04/08/24	04/14/24	-----1-	1	\$500.00	1.69																																										
N 12	WMAR	04/10/24	04/16/24	M-F 730-8pm M-F 730-8pm	CM	730-8pm	-1111--	:30	4	\$250.00	P-3	0.63	NM	3	\$750.00																																
(Program: Pictionary<) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of Pictionary on WMAR airing 60 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023, 4/12/2023, 4/14/2023, 4/17/																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 04/10/24	04/16/24	--111--	3	\$250.00	0.63																																										
N 13	WMAR	04/10/24	04/16/24		CM	10-11pm	-1-----	:30	1	\$500.00	P-6	2.90	NM	0	\$0.00																																

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Advertiser: Ficker/Republican/US Senate
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WMAR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tuesday Prime C Tuesday Prime C											
(Program: AVG. ALL WKS) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of Will Trent on WMAR airing 17 times on 1/3/2023, 1/10/2023, 1/17/2023, 1/24/2023, 1/31/2023, 2/14/2023, 2/21/2023, 2/28/2023, 3/7/2023, 3/14/2023, 3/21/2023, 3/28/2023, 4/4/2023, 4/11/2023, 4/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/10/24	04/16/24	- 1-----			1		\$500.00		2.90				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WMAR	04/10/24-04/16/24	Tuesday Prime C			10-11pm		- T-----	:30	(\$500.00)		2.90	NM		
Credited															
N 14	WMAR	04/10/24	04/12/24	Friday Prime A Friday Prime A	CM	8-9pm		---- 1--	:30	1	\$450.00	P-6	2.10	NM	\$450.00
(Program: SHARK TANK-ABC) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of Shark Tank on WMAR airing 6 times on 3/31/2023, 4/7/2023, 4/14/2023, 5/5/2023, 5/19/2023 and 6/2/2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/24	04/14/24	---- 1--			1		\$450.00		2.10				
N 15	WMAR	04/10/24	04/14/24	Sunday Prime A Sunday Prime A	CM	7-8pm		----- 1	:30	1	\$400.00	P-6	2.00	NM	\$400.00
(Program: AM FUN-7PM-ABC) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of America's Funniest Home Videos on WMAR airing 10 times on 4/2/2023, 4/9/2023, 4/16/2023, 4/23/2023, 5/7/2023, 5/14/2023, 5/21/2023, 5/28/2023, 6/11/2023 and 6/18/2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/24	04/14/24	----- 1			1		\$400.00		2.00				
N 16	WMAR	04/10/24	04/15/24	M-SU 11-1135pm News M-SU 11-1135pm News	CM	11-1135pm		1- 11- 1-	:30	4	\$75.00	P-6	1.03	NM	\$225.00
(Program: VARIOUS) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of WMAR airing WMAR-2 News at 11PM on 3/27/2023, WMAR-2 News at 11PM on 3/28/2023, WMAR-2 News at 11PM on 3/29/2023, WMAR-2 News at 11PM on 3/30/2023, WMAR-2 News at 11PM on 3/31/2023, WMAR-2 New															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/10/24	04/16/24	-- 11- 1-			3		\$75.00		1.03				
N 17	WMAR	04/10/24	04/16/24	Jimmy Kimmel 1135pm Jimmy Kimmel 1135pm	CM	1135p-1238a		11- 11--	:30	4	\$65.00	P-6	1.01	NM	\$260.00
(Program: J KIMMEL!-ABC<) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of Jimmy Kimmel Live! on WMAR airing 64 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023, 4/12/2023, 4/13/202															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/10/24	04/16/24	11- 11--			4		\$65.00		1.01				
N 18	WMAR	04/10/24	04/16/24	M-F 6-7am 2 News M-F 6-7am 2 News	CM	6-7AM		-----	:30	0	\$75.00	P-6	0.00	NM	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/24	04/14/24	-----			0		\$10.00		0.00				
Week:		04/15/24	04/21/24	MT-----			2		\$75.00		0.00				
N 19	WMAR	04/10/24	04/16/24	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am		1- 111--	:30	4	\$115.00	P-6	1.36	NM	\$230.00
(Program: GD MRN AMR-ABC<) 2Q24 COMSCORE (sell) - BALTIMORE - ESTIMATE IS BASED ON PAV of Good Morning America on WMAR airing 65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023, 4/12/2023, 4/13/2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/10/24	04/16/24	11-----			2		\$115.00		1.36				
N 21	WMAR	04/10/24	04/16/24	Nightline Nightline	CM	1237-107a		-----	:30	0	\$35.00	P-6	0.00	NM	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/24	04/14/24	-- WTF--			1		\$35.00		0.00				
Week:		04/15/24	04/21/24	-----			0		\$35.00		0.00				
N 22	WMAR	04/10/24	04/16/24	M-F 5-6am News M-F 5-6am News	CM	5-6am		-----	:30	0	\$25.00	P-6	0.00	NM	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/08/24	04/14/24	-----			0		\$25.00		0.00				
Week:		04/15/24	04/21/24	MT-----			2		\$25.00		0.00				

Order / Rev: 1279131
 Alt Order #: WOC14616807
 Flight Dates: 04/10/24 - 04/16/24

Advertiser: Ficker/Republican/US Senate
 Product Desc: candidate
 Estimate: 409

WMAR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N23	WMAR	04/10/24	04/16/24	Nightline Nightline	CM	1237-107a	-----	:30	0	\$20.00	P-6	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/08/24	04/14/24	-----		0		\$20.00		0.00					
		Week: 04/15/24	04/21/24	MT-----		1		\$20.00		0.00					
N24	WMAR	04/10/24	04/16/24	M-F 430-5am 2 News M-F 430-5am 2 News	CM	430-5am	-----	:30	0	\$15.00	P-6	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/08/24	04/14/24	-----		0		\$15.00		0.00					
		Week: 04/15/24	04/21/24	MT-----		1		\$15.00		0.00					
													Totals	40	\$5,785.00