

# ORDER



**Orders**  
**Order / Rev:** 1280722  
**Alt Order #:** WOC14623468  
**Product Desc:** Political  
**Estimate:** 1476  
**Flight Dates:** 04/16/24 - 04/22/24  
**Original Date / Rev:** 04/15/24 / 04/15/24  
**Order Type:** GENERAL

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

**Agency Name:** Grassroots Media  
**Buying Contact:**  
**Billing Contact:**  
 146 Montgomery Avenue  
 Bala Cynwyd, PA 19004

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

**Advertiser Name:** Alsobrooks/Democrat/US Senate  
**Demographic:** A35+  
**Product Codes:** Federal Candidate  
**Revenue Code 1:** DISC  
**Revenue Code 2:** POL  
**Revenue Code 3:** CAND  
**Priority:** P-3

**New Business End:**  
**Advertiser External ID:** 280189  
**Agency External ID:** 131043  
**Unit Code:** General  
**Order Separation:** 00:10:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/22/24	46	\$10,235.00	\$8,699.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	46	\$10,235.00	\$8,699.75	0.00
<b>Totals</b>	<b>46</b>	<b>\$10,235.00</b>	<b>\$8,699.75</b>	<b>0.00</b>

**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	04/16/24	04/22/24	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	22222--	:30	10	\$230.00	P-3	0.00	NM	10	\$2,300.00												
(Program: GOOD MORNING AMERICA) 1Q24 COMSCORE (sell) - BALTIMORE - 1Q23 average of Good Morning America Mo-Fr 7-9a <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 04/16/24</td> <td>04/22/24</td> <td>22222--</td> <td>10</td> <td>\$230.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 04/16/24	04/22/24	22222--	10	\$230.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 04/16/24	04/22/24	22222--	10	\$230.00	0.00																						
N 2	WMAR	04/16/24	04/22/24	M-F 1-2pm M-F 1-2pm GMA Day	CM	1-2pm	11111--	:30	5	\$80.00	P-3	0.00	NM	5	\$400.00												
(Program: GMA3) 1Q24 COMSCORE (sell) - BALTIMORE - 1Q23 average of GMA 3 <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 04/16/24</td> <td>04/22/24</td> <td>11111--</td> <td>5</td> <td>\$80.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 04/16/24	04/22/24	11111--	5	\$80.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 04/16/24	04/22/24	11111--	5	\$80.00	0.00																						
N 3	WMAR	04/16/24	04/22/24	M-F 11a-12p M-F 11a-12p	CM	11a-12p	22222--	:30	10	\$250.00	P-3	0.00	NM	10	\$2,500.00												
(Program: THE VIEW) 1Q24 COMSCORE (sell) - BALTIMORE - 1Q23 average of The View <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 04/16/24</td> <td>04/22/24</td> <td>22222--</td> <td>10</td> <td>\$250.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 04/16/24	04/22/24	22222--	10	\$250.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 04/16/24	04/22/24	22222--	10	\$250.00	0.00																						
N 4	WMAR	04/16/24	04/21/24	SU 630-7pm 2 News SU 630-7pm 2 News	CM	6p-7pm	-----1	:30	1	\$270.00	P-3	0.00	NM	1	\$270.00												
(Program: WMAR-2 NEWS AT 630P) 1Q24 COMSCORE (sell) - BALTIMORE - 1Q23 average of WMAR-2 News Su at 6:30p <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 04/16/24</td> <td>04/21/24</td> <td>-----1</td> <td>1</td> <td>\$270.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 04/16/24	04/21/24	-----1	1	\$270.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 04/16/24	04/21/24	-----1	1	\$270.00	0.00																						

Order / Rev: 1280722  
 Alt Order #: WOC14623468  
 Flight Dates: 04/16/24 - 04/22/24

Advertiser: Alsobrooks/Democrat/US Senate  
 Product Desc: Political  
 Estimate: 1476  
**WMAR**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WMAR	04/16/24	04/17/24	Wednesday Prime B	CM	9-10pm	--1----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	-----1		1				\$270.00		0.00			
		(Program: ABBOTT ELEMEN/CELEBRITY FF) 1Q24 COMSCORE (sell) - BALTIMORE - Oct'22-May'23 average of Abbot Elementary/Jul'23-Aug'23 average of Celebrity Family Feud													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	--1----		1				\$1,600.00		0.00			
N 6	WMAR	04/16/24	04/22/24	M-SU 11-1135pm News	CM	11-1135pm	1111111	:30	7	\$250.00	P-3	0.00	NM	7	\$1,750.00
		(Program: WMAR-2 NWS-AT 11P MO-SU) 1Q24 COMSCORE (sell) - BALTIMORE - 1Q23 average of WMAR-2 News Mo-Fr & Sun at 11p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/16/24	04/22/24	1111111		7				\$250.00		0.00			
N 7	WMAR	04/16/24	04/22/24	Jimmy Kimmel 1135pm	CM	1135p-1238a	22222--	:30	10	\$130.00	P-3	0.00	NM	10	\$1,300.00
		(Program: J KIMMEL!-ABC) 1Q24 COMSCORE (sell) - BALTIMORE - 1Q23 average of Jimmy Kimmel													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/16/24	04/22/24	22222--		10				\$130.00		0.00			
N 8	WMAR	04/16/24	04/22/24	M-F 11a-12p	CM	11a-12p	-----	:30	0	\$100.00	P-6	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:		04/15/24	04/21/24	--WTF--		1				\$100.00		0.00			
Week:		04/22/24	04/28/24	-----		0				\$100.00		0.00			
N 9	WMAR	04/16/24	04/22/24	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:		04/15/24	04/21/24	--WTF--		1				\$15.00		0.00			
Week:		04/22/24	04/28/24	-----		0				\$15.00		0.00			
													Totals	46	\$10,235.00