

ORDER



Orders
Order / Rev: 1278754
Alt Order #: WOC14615122
Product Desc: Political
Estimate: 1473
Flight Dates: 04/09/24 - 04/15/24
Original Date / Rev: 04/08/24 / 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: DEF

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	04/15/24	56	\$12,295.00	\$10,450.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	56	\$12,295.00	\$10,450.75	0.00
Totals	56	\$12,295.00	\$10,450.75	0.00

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	04/09/24	04/15/24	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 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/09/24 04/15/24 22222-- 10 \$230.00 0.00															
N 2	WMAR	04/09/24	04/15/24	M-F 1-2pm M-F 1-2pm GMA Day	CM	1-2pm	11111--	:30	5	\$40.00	P-6	0.00	NM	4	\$160.00
(Program: GMA3) 1Q24 COMSCORE (sell) - BALTIMORE - 1Q23 average of GMA 3 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/09/24 04/15/24 11111-- 5 \$40.00 0.00															
<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> 4 WMAR 04/09/24-04/15/24 M-F 1-2pm 1-2pm MTWThF--- :30 (\$40.00) 0.00 NM Credited															
N 3	WMAR	04/09/24	04/15/24	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$250.00	P-3	0.00	NM	5	\$1,250.00
(Program: THE VIEW) 1Q24 COMSCORE (sell) - BALTIMORE - 1Q23 average of The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/09/24 04/15/24 11111-- 5 \$250.00 0.00															
N 4	WMAR	04/09/24	04/14/24	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

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WMAR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: WMAR-2 NEWS AT 630P)															
1Q24 COMSCORE (sell) - BALTIMORE - 1Q23 average of WMAR-2 News Su at 6:30p															
		<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			\$270.00			0.00			
N 5	WMAR	04/09/24	04/10/24	Wednesday Prime B Wednesday Prime B	CM	9-10pm	--1----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
(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:		04/08/24	04/14/24	--1----		1			\$3,200.00			0.00			
N 6	WMAR	04/09/24	04/15/24	Monday Prime A Monday Prime A	CM	8-9pm	1-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
(Program: BACHELOR 2024)															
1Q24 COMSCORE (sell) - BALTIMORE - Jan'23-Mar'23 average of Bachelor															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/09/24	04/15/24	1-----		1			\$1,800.00			0.00			
N 7	WMAR	04/09/24	04/15/24	M-SU 11-1135pm News M-SU 11-1135pm News	CM	11-1135pm	1111111	:30	7	\$125.00	P-6	0.00	NM	7	\$875.00
(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:		04/09/24	04/15/24	1111111		7			\$125.00			0.00			
N 8	WMAR	04/09/24	04/15/24	Jimmy Kimmel 1135pm Jimmy Kimmel 1135pm	CM	1135p-1238a	11111--	:30	5	\$65.00	P-6	0.00	NM	5	\$325.00
(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:		04/09/24	04/15/24	11111--		5			\$65.00			0.00			
N 9	WMAR	04/09/24	04/15/24	M-F 4-5pm M-F 4-5pm	CM	4-5pm	-----	:30	0	\$20.00	P-6	0.00	NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/08/24	04/14/24	-TWTF--		4			\$20.00			0.00			
Week:		04/15/24	04/21/24	M-----		1			\$20.00			0.00			
N 10	WMAR	04/09/24	04/15/24	Wednesday Prime A Wednesday Prime A	CM	8-9pm	-----	:30	0	\$450.00	P-6	0.00	NM	1	\$450.00
		<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	--W----		1			\$450.00			0.00			
Week:		04/15/24	04/21/24	-----		0			\$450.00			0.00			
N 11	WMAR	04/09/24	04/15/24	Sunday Prime A Sunday Prime A	CM	7-8pm	-----	:30	0	\$400.00	P-6	0.00	NM	1	\$400.00
		<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	-----S		1			\$400.00			0.00			
Week:		04/15/24	04/21/24	-----		0			\$400.00			0.00			
N 12	WMAR	04/09/24	04/15/24	Sunday Prime B Sunday Prime B	CM	8-9pm	-----	:30	0	\$700.00	P-6	0.00	NM	1	\$700.00
		<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	-----S		1			\$700.00			0.00			
Week:		04/15/24	04/21/24	-----		0			\$800.00			0.00			
N 13	WMAR	04/09/24	04/15/24	SU 8-9am GMA Sunday SU 8-9am GMA Sunday	CM	8-9am	-----	:30	0	\$60.00	P-6	0.00	NM	1	\$60.00
		<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	-----S		1			\$60.00			0.00			
Week:		04/15/24	04/21/24	-----		0			\$60.00			0.00			
N 14	WMAR	04/09/24	04/15/24	M-F 5-6am News M-F 5-6am News	CM	5-6am	-----	:30	0	\$25.00	P-6	0.00	NM	5	\$125.00
		<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	-TWTF--		4			\$25.00			0.00			
Week:		04/15/24	04/21/24	M-----		1			\$25.00			0.00			
N 15	WMAR	04/09/24	04/15/24	SU 9-10am This Week SU 9-10am This Week	CM	9-10am	-----	:30	0	\$75.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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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	-----S					1	\$75.00		0.00				
<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	04/08/24-04/14/24		SU 9-10am This Week					9-10am	-----Su	:30	(\$75.00)	0.00	NM		
		Credited														
Week:		04/15/24	04/21/24	-----					0	\$75.00		0.00				
N 16	WMAR	04/09/24	04/15/24	Nightline	CM	1237-107a	-----	:30	0	\$35.00	P-6	0.00	NM	4	\$140.00	
		Nightline														
		<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	-TWTF--					4	\$35.00		0.00				
Week:		04/15/24	04/21/24	-----					0	\$35.00		0.00				
N 17	WMAR	04/09/24	04/15/24	M-F 3-4pm	CM	3-4pm	-----	:30	0	\$30.00	P-6	0.00	NM	1	\$30.00	
		M-F 3-4pm														
		<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	-TWTF--					1	\$30.00		0.00				
Week:		04/15/24	04/21/24	-----					0	\$30.00		0.00				
N 18	WMAR	04/09/24	04/15/24	M-F 1-4am	CM	1-4am	-----	:30	0	\$10.00	P-6	0.00	NM	1	\$10.00	
		M-F 1-4am														
		<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	-TWTF--					1	\$10.00		0.00				
Week:		04/15/24	04/21/24	-----					0	\$10.00		0.00				
N 19	WMAR	04/09/24	04/15/24	SA 8-10am GMA Week	CM	8-10am	-----	:30	0	\$50.00	P-6	0.00	NM	2	\$100.00	
		SA 8-10am GMA Weekend														
		<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	-----S-					2	\$50.00		0.00				
Week:		04/15/24	04/21/24	-----					0	\$50.00		0.00				
													Totals	56	\$12,295.00	