

ORDER



Orders

Order / Rev: 487130

Alt Order #: 20167506

Ext. Opp. ID:

Product Desc: WIRACC

Estimate: 3687

Flight Dates: 09/16/26 - 09/29/26

Original Date / Rev: 09/15/26 / 09/15/26

Order Type: GENERAL

WDJT-TV CBS58

Primary AE: Nick Welte

Sales Office: HPHIL

Sales Region: NAT

Agency

Name: Medium Buying, LLC

Buying Contact: Tanya Renicker

Billing Contact:

1100 Dennison Avenue

Columbus, OH 43201

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Poli/B Donovan WI RACC/R/ASM/WI

Demographic: A35+

Product Codes: PL ST Assembly

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: CAND

Priority: P-2

New Business End:

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
08/31/26	09/27/26	87	\$44,120.00	\$37,502.00
09/28/26	09/29/26	18	\$10,180.00	\$8,653.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2026	87	\$44,120.00	\$37,502.00	0.00
October 2026	18	\$10,180.00	\$8,653.00	0.00
Totals	105	\$54,300.00	\$46,155.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WDJT-TV CBS58	18%	\$54,300.00
Market	100%	\$301,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	23%	\$69,383.33
WITI	33%	\$99,550.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	22%	\$66,366.67
WVTV	4%	\$12,066.67
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	WDJT	09/16/26	09/29/26	Morning News M-F 6a - 7a	CM	6a-7a	MTWTF--	:30	5	\$90.00	P-2	0.00	NM	10	\$900.00
CBS 58 MORN NEWS-6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/16/26	09/22/26	MTWTF--	5		\$90.00		0.00						

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WDJT-TV CBS58

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: 09/16/26		09/16/26	09/22/26	MTWTF--		5			\$90.00			0.00			
Week: 09/23/26		09/23/26	09/29/26	MTWTF--		5			\$90.00			0.00			
N 2	WDJT	09/16/26	09/29/26	CBS This Morning M-F 7a-9a CBS This Morning M-F 7a-9a	CM	7a-9a	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	10	\$1,500.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/16/26		09/16/26	09/22/26	MTWTF--		5			\$150.00			0.00			
Week: 09/23/26		09/23/26	09/29/26	MTWTF--		5			\$150.00			0.00			
N 3	WDJT	09/16/26	09/29/26	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	10	\$6,000.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/16/26		09/16/26	09/22/26	MTWTF--		5			\$600.00			0.00			
Week: 09/23/26		09/23/26	09/29/26	MTWTF--		5			\$600.00			0.00			
N 4	WDJT	09/16/26	09/29/26	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	10	\$7,000.00
THE PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/16/26		09/16/26	09/22/26	MTWTF--		5			\$700.00			0.00			
Week: 09/23/26		09/23/26	09/29/26	MTWTF--		5			\$700.00			0.00			
N 5	WDJT	09/16/26	09/29/26	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	10	\$2,500.00
CBS 58 NEWS-4P/430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/16/26		09/16/26	09/22/26	MTWTF--		5			\$250.00			0.00			
Week: 09/23/26		09/23/26	09/29/26	MTWTF--		5			\$250.00			0.00			
N 6	WDJT	09/16/26	09/29/26	M-F 5pm News M-F 5pm News	CM	5p-530p	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	10	\$4,000.00
CBS 58 NEWS-5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/16/26		09/16/26	09/22/26	MTWTF--		5			\$400.00			0.00			
Week: 09/23/26		09/23/26	09/29/26	MTWTF--		5			\$400.00			0.00			
N 7	WDJT	09/16/26	09/29/26	Jeopardy 6p-630p Jeopardy / M-F	CM	6p-630p	MTWTF--	:30	5	\$1,200.00	P-2	0.00	NM	10	\$12,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/16/26		09/16/26	09/22/26	MTWTF--		5			\$1,200.00			0.00			
Week: 09/23/26		09/23/26	09/29/26	MTWTF--		5			\$1,200.00			0.00			
N 8	WDJT	09/16/26	09/29/26	Wheel of Fortune 630p-7pm Wheel of Fortune / M-F	CM	630pm-7pm	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	10	\$14,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/16/26		09/16/26	09/22/26	MTWTF--		5			\$1,400.00			0.00			
Week: 09/23/26		09/23/26	09/29/26	MTWTF--		5			\$1,400.00			0.00			
N 9	WDJT	09/16/26	09/29/26	M-F Late News M-F Late News	CM	10p-1035p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	10	\$3,000.00
CBS 58 NEWS-10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/16/26		09/16/26	09/22/26	MTWTF--		5			\$300.00			0.00			
Week: 09/23/26		09/23/26	09/29/26	MTWTF--		5			\$300.00			0.00			
N 10	WDJT	09/19/26	09/26/26	Weekend AM Local News CBS 58 AM News - Weekend	CM	6am-7am	-----S-	:30	1	\$100.00	P-2	0.00	NM	3	\$300.00
CBS 58 MORNING NEWS AT 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/16/26		09/16/26	09/22/26	-----S-		1			\$100.00			0.00			
Week: 09/23/26		09/23/26	09/29/26	-----S-		2			\$100.00			0.00			
N 11	WDJT	09/19/26	09/26/26	CBS This Morning - SAT CBS This Morning-SAT	CM	7am-9am	-----S-	:30	1	\$150.00	P-2	0.00	NM	2	\$300.00
CBS THIS MORNING (SAT)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 09/16/26		09/16/26	09/22/26	-----S-		1			\$150.00			0.00			

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WDJT-TV CBS58

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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:		09/23/26	09/29/26	-----S-		1			\$150.00	0.00					
N13	WDJT	09/19/26	09/26/26	Sat Late News Sat Late News	CM	10pm-1030pm (10:00 PM-10:30 PM)	-----S-	:30	1	\$250.00	P-2	0.00	NM	2	\$500.00
		CBS 58 NEWS-10PM (SAT)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/16/26	09/22/26	-----S-		1			\$250.00	0.00					
Week:		09/23/26	09/29/26	-----S-		1			\$250.00	0.00					
N14	WDJT	09/20/26	09/27/26	CBS58 Sun Morning 7a-8a CBS58 Sun Morning 7a-8a	CM	7a-8a	-----S	:30	1	\$250.00	P-2	0.00	NM	2	\$500.00
		CBS 58 SUNDAY MORNING													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/16/26	09/22/26	-----S		1			\$250.00	0.00					
Week:		09/23/26	09/29/26	-----S		1			\$250.00	0.00					
N15	WDJT	09/20/26	09/27/26	Face the Nation Face the Nation	CM	930a-1030a	-----S	:30	1	\$300.00	P-2	0.00	NM	2	\$600.00
		FACE THE NATION													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/16/26	09/22/26	-----S		1			\$300.00	0.00					
Week:		09/23/26	09/29/26	-----S		1			\$300.00	0.00					
N16	WDJT	09/20/26	09/27/26	Sun Late News Sun Late News	CM	10pm-1030pm (10:00 PM-10:30 PM)	-----S	:30	1	\$350.00	P-2	0.00	NM	2	\$700.00
		CBS 58 NEWS-10PM (SUN)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/16/26	09/22/26	-----S		1			\$350.00	0.00					
Week:		09/23/26	09/29/26	-----S		1			\$350.00	0.00					
N17	WDJT	09/16/26	09/29/26	LF 1035p-1137p Comics Unleashed	CM	1035p-1138p	MTWTF--	:30	1	\$250.00	P-2	0.00	NM	2	\$500.00
		Comics Unleashed													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		09/16/26	09/22/26	MT-TF--		1			\$250.00	0.00					
Week:		09/23/26	09/29/26	MTWTF--		1			\$250.00	0.00					
													Totals	105	\$54,300.00