

ORDER



Orders	Order / Rev:	1553340
	Alt Order #:	WOC15858933
	Product Desc:	TV
	Estimate:	3674
	Flight Dates:	10/14/26 - 10/20/26
	Original Date / Rev:	09/14/26 / 10/13/26
	Order Type:	GENERAL

TODAY'S TMJ4

Primary AE:	Karl Duesterhaus
Sales Office:	EWSDC
Sales Region:	NAT

Agency	Name:	Medium Buying LLC - Political
	Buying Contact:	
	Billing Contact:	Megan Bermudez
		815 Grandview Ave STE 600
		Columbus, OH 43215

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

Advertiser	Name:	WIRACC/Donovan
	Demographic:	A35+
	Product Codes:	State Candidate
	Revenue Code 1:	DISC
	Revenue Code 2:	POL
	Revenue Code 3:	CAND
	Priority:	P-3

New Business End:	
Advertiser External ID:	282844
Agency External ID:	114639
Unit Code:	General
Order Separation:	00:10:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/26	10/20/26	82	\$84,200.00	\$71,570.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2026	82	\$84,200.00	\$71,570.00	0.00
Totals	82	\$84,200.00	\$71,570.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Karl Duesterhaus			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	WTMJ	10/14/26	10/20/26	M-F 6-7am News TMJ4 NEWS TODAY 6AM (Program: TMJ4 NEWS TODAY 6AM) 4Q26 EST (sell) - MILWAUKEE	CM	6:00 AM-7:00 AM	MTWTF--	:30	4	\$705.00	P-3	0.00	NM	4	\$2,820.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/14/26	10/20/26	MTWTF--		4				\$705.00		0.00			
N 2	WTMJ	10/14/26	10/20/26	M-F 7-9am Today Show TODAY SHOW (Program: TODAY SHOW) 4Q26 EST (sell) - MILWAUKEE	CM	7:00 AM-9:00 AM	MTWTF--	:30	10	\$600.00	P-3	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/14/26	10/20/26	MTWTF--		10				\$600.00		0.00			
N 3	WTMJ	10/14/26	10/20/26	M-F 9-10am Morning Blend MORNING BLEND (Program: MORNING BLEND) 4Q26 EST (sell) - MILWAUKEE	CM	9:00 AM-10:00 AM	MTWTF--	:30	5	\$180.00	P-3	0.00	NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/14/26	10/20/26	MTWTF--		5				\$180.00		0.00			
N 4	WTMJ	10/14/26	10/20/26	M-F 12-1pm News LIVE AT 12-1P NEWS (Program: LIVE AT 12-1P NEWS) 4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at Noon on WTMJ airing 23 times on 10/27/2025, 10/28/2025, 10/29/2025, 10/30/2025, 10/31/2025, 11/3/2025, 11/4/2025, 11/5/2025, 11/6/2025, 11/7/2025, 11/10/2025, 11/11/2025,	CM	12:00 PM-1:00 PM	MTWTF--	:30	10	\$240.00	P-3	0.00	NM	10	\$2,400.00

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 Alt Order #: WOC15858933
 Flight Dates: 10/14/26 - 10/20/26

Advertiser: WIRACC/Donovan
 Product Desc: TV
 Estimate: 3674

TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11/12/2025, 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/14/26	10/20/26	MTWTF--					10	\$240.00		0.00			
N 5	WTMJ	10/14/26	10/20/26	M-F 1-2pm	CM	1:00 PM-2:00 PM	MTWTF--	:30	5	\$330.00	P-3	0.00	NM	5	\$1,650.00
NBC NEWS DAILY															
(Program: NBC NEWS DAILY)															
4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC News Daily on WTMJ airing 23 times on 10/27/2025, 10/28/2025, 10/29/2025, 10/30/2025, 10/31/2025, 11/3/2025, 11/4/2025, 11/5/2025, 11/6/2025, 11/7/2025, 11/10/2025, 11/11/2025, 11/12/2025, 11/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/14/26	10/20/26	MTWTF--					5	\$330.00		0.00			
N 6	WTMJ	10/14/26	10/20/26	M-F 4-5pm News	CM	4:00 PM-5:00 PM	MTWTF--	:30	5	\$585.00	P-3	0.00	NM	5	\$2,925.00
TMJ4 NEWS AT 4PM															
(Program: TMJ4 NEWS AT 4PM)															
4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at 4 on WTMJ airing 23 times on 10/27/2025, 10/28/2025, 10/29/2025, 10/30/2025, 10/31/2025, 11/3/2025, 11/4/2025, 11/5/2025, 11/6/2025, 11/7/2025, 11/10/2025, 11/12/2025, 11/13/2025, 11/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/14/26	10/20/26	MTWTF--					5	\$585.00		0.00			
N 7	WTMJ	10/14/26	10/20/26	M-F 5-530pm News	CM	5:00 PM-5:30 PM	MTWTF--	:30	5	\$1,170.00	P-3	0.00	NM	5	\$5,850.00
TMJ4 NEWS AT 5PM															
(Program: TMJ4 NEWS AT 5PM)															
4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at 5 on WTMJ airing 25 times on 10/27/2025, 10/28/2025, 10/29/2025, 10/30/2025, 10/31/2025, 11/3/2025, 11/4/2025, 11/5/2025, 11/6/2025, 11/7/2025, 11/10/2025, 11/11/2025, 11/12/2025, 11/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/14/26	10/20/26	MTWTF--					5	\$1,170.00		0.00			
N 8	WTMJ	10/14/26	10/20/26	M-F NBC Nightly News	CM	5:30 PM-6:00 PM	MTWTF--	:30	5	\$1,650.00	P-3	0.00	NM	5	\$8,250.00
NBC NITELY NWS															
(Program: NBC NITELY NWS)															
4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC Nightly News on WTMJ airing 11 times on 11/10/2025, 11/11/2025, 11/13/2025, 11/14/2025, 11/17/2025, 11/18/2025, 11/19/2025, 11/20/2025, 11/21/2025, 11/24/2025 and 11/25/2025															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/14/26	10/20/26	MTWTF--					5	\$1,650.00		0.00			
N 9	WTMJ	10/14/26	10/20/26	M-F 6-630pm News	CM	6:00 PM-6:30 PM	MTWTF--	:30	5	\$1,260.00	P-3	0.00	NM	4	\$5,040.00
TMJ4 NEWS AT 6PM															
(Program: TMJ4 NEWS AT 6PM)															
4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at 6 on WTMJ airing 24 times on 10/27/2025, 10/28/2025, 10/29/2025, 10/30/2025, 10/31/2025, 11/3/2025, 11/4/2025, 11/5/2025, 11/6/2025, 11/7/2025, 11/10/2025, 11/11/2025, 11/12/2025, 11/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/14/26	10/20/26	MTWTF--					5	\$1,260.00		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>		
5	WTMJ	10/14/26-10/20/26		M-F 6-630pm News		6:00 PM-6:30 PM	MTWThF----	:30		~~(\$1,260.00)~~		0.00	NM		
See MG 20.2, 20.3															
[Prg Chg: NBA 10.2.26 sm.]															
N 10	WTMJ	10/14/26	10/19/26	Monday Prime A	CM	7:00 PM-9:00 PM	M-----	:30	1	\$2,295.00	P-3	0.00	NM	1	\$2,295.00
(Program: THE VOICE MON)															
4Q26 EST (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/14/26	10/20/26	M-----					1	\$2,295.00		0.00			
N 11	WTMJ	10/14/26	10/20/26	M-F 10-1035pm News	CM	10:00 PM-10:35 PM	MTWTF--	:30	5	\$540.00	P-3	0.00	NM	5	\$2,700.00
TMJ4 NEWS AT 10PM															
(Program: TMJ4 NEWS AT 10PM)															
4Q26 EST (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/14/26	10/20/26	MTWTF--					5	\$540.00		0.00			
N 12	WTMJ	10/14/26	10/14/26	Wednesday Prime A	CM	7:00 PM-8:00 PM	--W----	:30	1	\$1,575.00	P-3	0.00	NM	1	\$1,575.00
(Program: CHICAGO MED)															
4Q26 EST (sell) - MILWAUKEE - ACTUAL Nov/2025 Wed 7:00p-8:00p TIME PERIOD ON WTMJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/26	10/18/26	--W----					1	\$1,575.00		0.00			

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Advertiser: WIRACC/Donovan
 Product Desc: TV
 Estimate: 3674

TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WTMJ	10/14/26	10/15/26	Thursday Prime B	CM	8:00 PM-9:00 PM	---T---	:30	1	\$1,575.00	P-3	0.00	NM	1	\$1,575.00
(Program: LAW & ORDER SVU)															
4Q26 EST (sell) - MILWAUKEE - ACTUAL Nov/2025 Thu 8:00p-9:00p TIME PERIOD ON WTMJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/26	10/18/26	---T---		1			\$1,575.00		0.00				
N 14	WTMJ	10/14/26	10/16/26	Friday Prime B	CM	8:00 PM-10:00 PM	----F--	:30	1	\$780.00	P-3	0.00	NM	1	\$780.00
(Program: DATELINE FRI 2HR)															
4Q26 EST (sell) - MILWAUKEE - ACTUAL Nov/2025 Fri 8:00p-10:00p TIME PERIOD ON WTMJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/26	10/18/26	----F--		1			\$780.00		0.00				
N 15	WTMJ	10/14/26	10/17/26	SA 5-7am News	CM	5:00 AM-7:00 AM	-----S-	:30	1	\$165.00	P-3	0.00	NM	1	\$165.00
TMJ4 NEWS TODAY SAT															
(Program: TMJ4 NEWS TODAY SAT)															
4Q26 EST (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/26	10/18/26	-----S-		1			\$165.00		0.00				
N 16	WTMJ	10/14/26	10/17/26	Saturday Today Show	CM	7:00 AM-9:00 AM	-----S-	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
SAT TODAY-NBC															
(Program: SAT TODAY-NBC)															
4Q26 EST (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/26	10/18/26	-----S-		1			\$375.00		0.00				
N 17	WTMJ	10/14/26	10/17/26	Big Ten Countdown	CM	2:00 PM-2:30 PM	-----S-	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
CFB COLLEGE COUNTDOWN															
(Program: CFB COLLEGE COUNTDOWN)															
4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of COLL FOOTBALL COUNTDOWN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/26	10/18/26	-----S-		1			\$750.00		0.00				
N 18	WTMJ	10/14/26	10/17/26	Sa 5-530pm News	CM	5:00 PM-5:30 PM	-----S-	:30	1	\$765.00	P-3	0.00	NM	1	\$765.00
TMJ4 NEWS AT 5PM SAT															
(Program: TMJ4 NEWS AT 5PM SAT)															
4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at 5 Saturday on WTMJ airing 3 times on 11/8/2025, 11/15/2025 and 11/29/2025															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/26	10/18/26	-----S-		1			\$765.00		0.00				
N 19	WTMJ	10/14/26	10/17/26	Sa NBC Nightly News	CM	5:30 PM-6:00 PM	-----S-	:30	1	\$675.00	P-3	0.00	NM	1	\$675.00
NBC-NWS SAT															
(Program: NBC-NWS SAT)															
4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC NIGHTLY NEWS-SAT on WTMJ airing 1 time on 11/8/2025															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/26	10/18/26	-----S-		1			\$675.00		0.00				
N 20	WTMJ	10/14/26	10/17/26	Big Ten Countdown	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$330.00	P-3	0.00	NM	2	\$3,920.00
TMJ4 NEWS AT 6PM SAT															
(Program: TMJ4 NEWS AT 6PM SAT)															
4Q26 EST (sell) - MILWAUKEE - ACTUAL Nov/2025 Sat 6:00p-6:30p TIME PERIOD ON WTMJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/26	10/18/26	-----S-		1			\$330.00		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	WTMJ	10/12/26-10/18/26		Big Ten Countdown		6:00 PM-6:30 PM	-----Sa--	:30		~~(\$330.00)~~		0.00	NM		
See MG 20.2,20.3															
[Sep: Order/Adv Only 1 break-2 spots ordered 9.14.26 sm.]															
2	WTMJ	10/20/26-10/20/26		NBA Prime Game		7-12xm	-T-----	:30		\$3,200.00		0.00	NM		
Ⓜ MG for 25.1,9.5,21.1,24.1,20.1															
3	WTMJ	10/12/26-10/18/26		Milwaukee Tonight		630-7pm	---ThF----	:30		\$720.00		0.00	NM		
Ⓜ MG for 25.1,9.5,21.1,24.1,20.1															
N 21	WTMJ	10/14/26	10/17/26	Big Ten FB - Prime Game	CM	6:30 PM-10:00 PM	-----S-	:30	1	\$1,155.00	P-3	0.00	NM	0	\$0.00
CFB BIG TEN PRIME															
(Program: CFB BIG TEN PRIME)															
4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC B1G SAT NIGHT FOOTBL															
		<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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TODAY'S TMJ4

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:		10/12/26	10/18/26	-----S-			1		\$1,155.00	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	WTMJ	10/12/26-10/18/26	Big Ten FB - Prime Game		6:30 PM-10:00 PM		-----Sa--	:30	~~(\$1,155.00)~~	0.00	NM				
See MG 20.2,20.3 [PROGRAM CHANGE TO - Wisconsin Football Game]															
N22	WTMJ	10/14/26	10/18/26	Sunday Today Show	CM	7:00 AM-8:00 AM	-----S	:30	1	\$585.00	P-3	0.00	NM	1	\$585.00
				SUN TODAY-NBC											
(Program: SUN TODAY-NBC) 4Q26 EST (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/12/26	10/18/26	-----S			1		\$585.00	0.00					
N23	WTMJ	10/14/26	10/18/26	Meet The Press	CM	8:00 AM-9:00 AM	-----S	:30	1	\$630.00	P-3	0.00	NM	1	\$630.00
				MEET PRESS-SUN											
(Program: MEET PRESS-SUN) 4Q26 EST (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/12/26	10/18/26	-----S			1		\$630.00	0.00					
N24	WTMJ	10/14/26	10/18/26	Su 5-530pm News	CM	5:00 PM-5:30 PM	-----S	:30	1	\$570.00	P-3	0.00	NM	0	\$0.00
				TMJ4 NEWS AT 5PM SUN											
(Program: TMJ4 NEWS AT 5PM SUN) 4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at 5 Sunday on WTMJ airing 4 times on 11/9/2025, 11/16/2025, 11/23/2025 and 11/30/2025															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/12/26	10/18/26	-----S			1		\$570.00	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	WTMJ	10/12/26-10/18/26	Su 5-530pm News		5:00 PM-5:30 PM		-----Su	:30	~~(\$570.00)~~	0.00	NM				
See MG 20.2,20.3 [Prg Chg: NFL 9.14.26 sm .]															
N25	WTMJ	10/14/26	10/18/26	Su NBC Nightly News	CM	5:30 PM-6:00 PM	-----S	:30	1	\$600.00	P-3	0.00	NM	0	\$0.00
				NBC-NWS SUN											
(Program: NBC-NWS SUN) 4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC NITELY NEWS-SUN on WTMJ airing 3 times on 11/16/2025, 11/23/2025 and 11/30/2025															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/12/26	10/18/26	-----S			1		\$600.00	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	WTMJ	10/12/26-10/18/26	Su NBC Nightly News		5:30 PM-6:00 PM		-----Su	:30	~~(\$600.00)~~	0.00	NM				
See MG 20.2,20.3 [Prg Chg: NFL 9.14.26 sm .]															
N26	WTMJ	10/14/26	10/18/26	Su - NFL Pre-Game FNIA	CM	6:00 PM-7:00 PM	-----S	:30	1	\$3,500.00	P-3	0.00	NM	3	\$4,280.00
				NFL FNIA											
(Program: NFL FNIA) 4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of WTMJ airing FOOTBALL NT AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/12/26	10/18/26	-----S			1		\$3,500.00	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	WTMJ	10/12/26-10/18/26	Su - NFL Pre-Game FNIA		6:00 PM-7:00 PM		-----Su	:30	~~(\$3,500.00)~~	0.00	NM				
See MG 26.2,26.3,26.4															
2	WTMJ	10/12/26-10/18/26	Su - NFL Pre-Game FNIA		6:00 PM-7:00 PM		-----Su	:30	\$3,900.00	0.00	NM				
Ⓜ MG for 27.1,26.1															
3	WTMJ	10/12/26-10/18/26	Saturday Today Show		7-9am		-----Sa--	:30	\$375.00	0.00	NM				
Ⓜ MG for 27.1,26.1															
4	WTMJ	10/12/26-10/18/26	M-F 4-5am Early Today		4-5am		MTWThF----	:30	\$5.00	0.00	NM				
Ⓜ MG for 27.1,26.1															
N27	WTMJ	10/14/26	10/18/26	SU Live at 10:30pm News	CM	10:30 PM-11:05 PM	-----S	:30	1	\$780.00	P-3	0.00	NM	0	\$0.00
				LIVE AT 10PM AFTER NFL											
(Program: LIVE AT 10PM AFTER NFL) 4Q26 EST (sell) - MILWAUKEE - ACTUAL Nov/2025 Sun 10:30p-11:05p TIME PERIOD ON WTMJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/12/26	10/18/26	-----S			1		\$780.00	0.00					

Order / Rev: 1553340
 Alt Order #: WOC15858933
 Flight Dates: 10/14/26 - 10/20/26

Advertiser: WIRACC/Donovan
 Product Desc: TV
 Estimate: 3674

TODAY'S TMJ4

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:		10/12/26	10/18/26	-----S			1		\$780.00	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	WTMJ	10/12/26-10/18/26		SU Live at 10:30pm News		10:30 PM-11:05 F	-----Su	:30		~~(\$780.00)~~		0.00	NM		
See MG 26.2,26.3,26.4															
[Prg Chg: 10p News due to NFL 9.14.26 sm.]															
N28	WTMJ	10/14/26	10/17/26	Big Ten FB - Prime Gam	CM	6:30 PM-10:00 PM	-----S-	:30	1	\$21,000.00	P-3	0.00	NM	1	\$21,000.00
				CFB BIG TEN PRIME											
(Program: CFB BIG TEN PRIME)															
4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC B1G SAT NIGHT FOOTBLL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/12/26	10/18/26	-----S-			1		\$21,000.00	0.00					
N29	WTMJ	10/14/26	10/17/26	Total Packers - LOCAL	CM	630-7pm	--W----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				Total Packers - LOCAL											
(Program: CFB BIG TEN PRIME)															
4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC B1G SAT NIGHT FOOTBLL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/12/26	10/18/26	--W----			1		\$1,200.00	0.00					
N30	WTMJ	10/14/26	10/14/26	Wednesday Prime B	CM	8-9p/8-10p	--W----	:30	2	\$2,500.00	P-3	0.00	NM	2	\$5,000.00
				Wednesday NBC Prime B											
(Program: CHICAGO MED)															
4Q26 EST (sell) - MILWAUKEE - ACTUAL Nov/2025 Wed 7:00p-8:00p TIME PERIOD ON WTMJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/12/26	10/18/26	--W----			2		\$2,500.00	0.00					
N31	WTMJ	10/14/26	10/20/26	M-F 10pm News Re-Air	CM	1237-112am	MTWTF--	:30	3	\$30.00	P-3	0.00	NM	3	\$90.00
				M-F 10pm News Re-Air											
(Program: TMJ4 NEWS AT 10PM)															
4Q26 EST (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/14/26	10/20/26	MTWTF--			3		\$30.00	0.00					
N32	WTMJ	10/14/26	10/20/26	M-F 4-5am Early Today	CM	4-5am	MTWTF--	:30	2	\$5.00	P-6	0.00	NM	1	\$5.00
				M-F 4-5am Early Today											
(Program: TMJ4 NEWS AT 10PM)															
4Q26 EST (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/14/26	10/20/26	MTWTF--			2		\$5.00	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>		
2	WTMJ	10/14/26-10/20/26		M-F 4-5am Early Today		4-5am	MTWThF----	:30		~~(\$5.00)~~		0.00	NM		
Credited															
													Totals	82	\$84,200.00