

Order / Rev: 1557704
Alt Order #: WOC15898104
Flight Dates: 09/23/26 - 09/29/26

Advertiser: Tiffany/Republican/Governor
Product Desc: WI GOV
Estimate: 19945

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:		09/21/26	09/27/26	-----3-			3		\$165.00	0.50					
N 5	WTMJ	09/23/26	09/26/26	Saturday Today Show SAT TODAY-NBC	CM	7:00 AM-9:00 AM	-----1-	:30	1	\$375.00	P-3	0.86	NM	1	\$375.00
		(Program: SAT TODAY-NBC)													
		4Q26 COMSCORE (sell) - MILWAUKEE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/21/26	09/27/26	-----1-			1		\$375.00	0.86					
N 6	WTMJ	09/23/26	09/27/26	Sunday Today Show SUN TODAY-NBC	CM	7:00 AM-8:00 AM	-----1	:30	1	\$585.00	P-3	1.17	NM	1	\$585.00
		(Program: SUN TODAY-NBC)													
		4Q26 COMSCORE (sell) - MILWAUKEE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/21/26	09/27/26	-----1			1		\$585.00	1.17					
N 7	WTMJ	09/23/26	09/27/26	Meet The Press MEET PRESS-SUN	CM	8:00 AM-9:00 AM	-----1	:30	1	\$630.00	P-3	1.69	NM	1	\$630.00
		(Program: MEET PRESS-SUN)													
		4Q26 COMSCORE (sell) - MILWAUKEE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/21/26	09/27/26	-----1			1		\$630.00	1.69					
N 8	WTMJ	09/23/26	09/29/26	M-F 9-10am Morning Blend MORNING BLEND	CM	9:00 AM-10:00 AM	22222--	:30	10	\$180.00	P-3	0.56	NM	10	\$1,800.00
		(Program: MORNING BLEND)													
		4Q26 COMSCORE (sell) - MILWAUKEE													
		<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	22222--			10		\$180.00	0.56					
N 9	WTMJ	09/23/26	09/29/26	Today Third Hour TODAY THIRD HOUR	CM	10:00 AM-11:00 AM	11111--	:30	5	\$165.00	P-3	0.59	NM	5	\$825.00
		(Program: TODAY THIRD HOUR)													
		4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of Today Third Hour on WTMJ airing 11 times on 11/13/2025, 11/14/2025, 11/17/2025, 11/18/2025, 11/19/2025, 11/20/2025, 11/21/2025, 11/24/2025, 11/25/2025, 11/26/2025 and 11/28/2025													
		<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	11111--			5		\$165.00	0.59					
N 10	WTMJ	09/23/26	09/29/26	M-F 11am-12pm TODAY WITH JENNA & SHEIN	CM	11:00 AM-12:00 PM	11111--	:30	5	\$180.00	P-3	0.53	NM	5	\$900.00
		(Program: TODAY WITH JENNA & SHEINELLE)													
		4Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL Nov/2025 Mo-Fr 11:00a-12:00p 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:		09/23/26	09/29/26	11111--			5		\$180.00	0.53					
N 11	WTMJ	09/23/26	09/29/26	M-F 12-1pm News LIVE AT 12-1P NEWS	CM	12:00 PM-1:00 PM	12222--	:30	9	\$240.00	P-3	1.24	NM	9	\$2,160.00
		(Program: LIVE AT 12-1P NEWS)													
		4Q26 COMSCORE (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, 11/12/20													
		<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	12222--			9		\$240.00	1.24					
N 12	WTMJ	09/23/26	09/29/26	M-F 1-2pm NBC NEWS DAILY	CM	1:00 PM-2:00 PM	11111--	:30	5	\$330.00	P-3	0.77	NM	5	\$1,650.00
		(Program: NBC NEWS DAILY)													
		4Q26 COMSCORE (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,													
		<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	11111--			5		\$330.00	0.77					
N 13	WTMJ	09/23/26	09/29/26	M-F 2-3pm Program: TBD	CM	2:00 PM-3:00 PM	11111--	:30	5	\$105.00	P-3	0.55	NM	5	\$525.00
		(Program: Program: TBD)													
		4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of The Kelly Clarkson Show 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													
		<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	11111--			5		\$105.00	0.55					

TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WTMJ	09/23/26	09/29/26	M-F 3-330pm WHATS BREWING WISCONSIN	CM	3:00 PM-3:30 PM	11111--	:30	5	\$90.00	P-3	0.60	NM	5	\$450.00
(Program: WHATS BREWING WISCONSIN) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of What's Brewing Wisconsin 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, 1															
		<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	11111--			5			\$90.00		0.60			
N 15	WTMJ	09/23/26	09/29/26	M-F 330-4pm INSIDE EDITION	CM	3:30 PM-4:00 PM	11111--	:30	5	\$120.00	P-3	0.90	NM	5	\$600.00
(Program: INSIDE EDITION) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of Inside Edition 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, 11/13/2025,															
		<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	11111--			5			\$120.00		0.90			
N 16	WTMJ	09/23/26	09/29/26	M-F 4-5pm News TMJ4 NEWS AT 4PM	CM	4:00 PM-5:00 PM	22222--	:30	10	\$585.00	P-3	1.20	NM	10	\$5,850.00
(Program: TMJ4 NEWS AT 4PM) 4Q26 COMSCORE (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,															
		<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	22222--			10			\$585.00		1.20			
N 17	WTMJ	09/23/26	09/29/26	M-F 5-530pm News TMJ4 NEWS AT 5PM	CM	5:00 PM-5:30 PM	11111--	:30	5	\$1,170.00	P-3	2.50	NM	5	\$5,850.00
(Program: TMJ4 NEWS AT 5PM) 4Q26 COMSCORE (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,															
		<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	11111--			5			\$1,170.00		2.50			
N 18	WTMJ	09/23/26	09/29/26	M-F NBC Nightly News NBC NITELY NWS	CM	5:30 PM-6:00 PM	11111--	:30	5	\$1,650.00	P-3	3.60	NM	5	\$8,250.00
(Program: NBC NITELY NWS) 4Q26 COMSCORE (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:		09/23/26	09/29/26	11111--			5			\$1,650.00		3.60			
N 19	WTMJ	09/23/26	09/29/26	M-F 6-630pm News TMJ4 NEWS AT 6PM	CM	6:00 PM-6:30 PM	11111--	:30	5	\$1,260.00	P-3	2.44	NM	5	\$6,300.00
(Program: TMJ4 NEWS AT 6PM) 4Q26 COMSCORE (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,															
		<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	11111--			5			\$1,260.00		2.44			
N 20	WTMJ	09/23/26	09/26/26	Sa 6-630pm News Sa 6-630pm News	CM	6-630pm	-----1-	:30	1	\$330.00	P-3	1.78	NM	1	\$330.00
(Program: TMJ4 NEWS AT 6PM SAT) 4Q26 COMSCORE (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:		09/21/26	09/27/26	-----1-			1			\$330.00		1.78			
N 21	WTMJ	09/23/26	09/27/26	Su 5-530pm News TMJ4 NEWS AT 5PM SUN	CM	5:00 PM-5:30 PM	-----1	:30	1	\$570.00	P-3	2.00	NM	1	\$570.00
(Program: TMJ4 NEWS AT 5PM SUN) 4Q26 COMSCORE (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:		09/21/26	09/27/26	-----1			1			\$570.00		2.00			
N 22	WTMJ	09/23/26	09/27/26	Su NBC Nightly News NBC-NWS SUN	CM	5:30 PM-6:00 PM	-----1	:30	1	\$600.00	P-3	3.00	NM	1	\$600.00
(Program: NBC-NWS SUN) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC NITELY NEWS-SUN on WTMJ airing 3 times on															

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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
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: 09/21/26		09/21/26	09/27/26	-----1	1		\$600.00		3.00						
N 23	WTMJ	09/23/26	09/29/26	Milwaukee Tonight MILWAUKEE TONIGHT	CM	6:30 PM-7:00 PM	11111--	:30	5	\$720.00	P-3	1.27	NM	5	\$3,600.00
(Program: MILWAUKEE TONIGHT)															
4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of Milwaukee Tonight on WTMJ airing 13 times on 10/27/2025, 10/30/2025, 10/31/2025, 11/3/2025, 11/6/2025, 11/7/2025, 11/13/2025, 11/14/2025, 11/17/2025, 11/20/2025, 11/21/2025, 11/24/2025 and 11/															
		<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		09/23/26	09/29/26	11111--	5		\$720.00		1.27						
N 24	WTMJ	09/23/26	09/28/26	Monday Prime C LINE OF FIRE	CM	9:00 PM-10:00 PM	1-----	:30	1	\$870.00	P-3	1.41	NM	1	\$870.00
(Program: LINE OF FIRE)															
4Q26 COMSCORE (sell) - MILWAUKEE															
		<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		09/23/26	09/29/26	1-----	1		\$870.00		1.41						
N 25	WTMJ	09/23/26	09/29/26	Tuesday Prime C PASSWORD	CM	9:00 PM-10:00 PM	-1-----	:30	1	\$780.00	P-3	1.40	NM	1	\$780.00
(Program: PASSWORD)															
3Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL Jul/2025 Fri 7:30p-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: 09/23/26		09/23/26	09/29/26	-1-----	1		\$780.00		1.40						
N 26	WTMJ	09/23/26	09/26/26	Saturday Prime C SATURDAY NIGHT LIVE PRIM	CM	9:00 PM-10:00 PM	-----1-	:30	1	\$525.00	P-3	0.99	NM	1	\$525.00
(Program: SATURDAY NIGHT LIVE PRIME)															
4Q26 COMSCORE (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/21/26		09/21/26	09/27/26	-----1-	1		\$525.00		0.99						
N 27	WTMJ	09/23/26	09/29/26	M-F 10-1035pm News TMJ4 NEWS AT 10PM	CM	10:00 PM-10:35 PM	11111--	:30	5	\$540.00	P-3	1.66	NM	5	\$2,700.00
(Program: TMJ4 NEWS AT 10PM)															
4Q26 COMSCORE (sell) - MILWAUKEE															
		<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		09/23/26	09/29/26	11111--	5		\$540.00		1.66						
N 28	WTMJ	09/23/26	09/26/26	SA 10-1030pm News TMJ4 NEWS AT 10PM SAT	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$645.00	P-3	2.29	NM	1	\$645.00
(Program: TMJ4 NEWS AT 10PM SAT)															
4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at 10 Saturday on WTMJ airing 4 times on 11/1/2025, 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: 09/21/26		09/21/26	09/27/26	-----1-	1		\$645.00		2.29						
N 29	WTMJ	09/23/26	09/27/26	SU Live at 10:30pm News LIVE AT 10PM AFTER NFL	CM	10:30 PM-11:05 PM	-----1	:30	1	\$780.00	P-3	2.00	NM	1	\$780.00
(Program: LIVE AT 10PM AFTER NFL)															
4Q26 COMSCORE (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: 09/21/26		09/21/26	09/27/26	-----1	1		\$780.00		2.00						
N 30	WTMJ	09/23/26	09/29/26	Tonight Show TONITE SHW-NBC	CM	10:35 PM-11:37 PM	11222--	:30	8	\$255.00	P-3	0.97	NM	8	\$2,040.00
(Program: TONITE SHW-NBC)															
4Q26 COMSCORE (sell) - MILWAUKEE															
		<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		09/23/26	09/29/26	11222--	8		\$255.00		0.97						
N 31	WTMJ	09/23/26	09/29/26	Late Night SETH MEYERS LATE NIGHT	CM	11:37 PM-12:37 AM	11111--	:30	5	\$165.00	P-3	0.56	NM	5	\$825.00
(Program: SETH MEYERS LATE NIGHT)															
4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of Late Night With Seth Meyers 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															
		<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		09/23/26	09/29/26	11111--	5		\$165.00		0.56						
N 32	WTMJ	09/23/26	09/26/26	Big Ten Countdown	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$180.00	P-3	1.30	NM	1	\$180.00

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CFB BIG TEN COUNTDOWN															
(Program: CFB BIG TEN COUNTDOWN)															
4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC B1G COLLEGE COUNTDOWN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/21/26		09/21/26	09/27/26	-----1-			1			\$180.00		1.30			
N 33	WTMJ	09/23/26	09/27/26	NFL Internal	CM	7:20 PM-10:15 PM	-----1	:30	1	\$13,500.00	P-3	10.19	NM	1	\$13,500.00
NFL Sunday Night Football															
(Program: NFL Sunday Night Football)															
4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC SUNDAY NIGHT FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/21/26		09/21/26	09/27/26	-----1			1			\$13,500.00		10.19			
N 34	WTMJ	09/23/26	09/27/26	NFL End of Coverage	CM	10:15 PM-10:45 PM	-----1	:30	1	\$2,400.00	P-3	5.69	NM	1	\$2,400.00
NFL SNF POST GAME															
(Program: NFL SNF POST GAME)															
4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC NFL SUNDAY POST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/21/26		09/21/26	09/27/26	-----1			1			\$2,400.00		5.69			
													Totals	149	\$78,690.00