

ORDER



WMLW-TV

Orders

Order / Rev: 488484

Alt Order #: 20181150

Ext. Opp. ID:

Product Desc: DCCC/Mitchell Berman for Congress

Estimate: 558

Flight Dates: 10/20/26 - 10/26/26

Original Date / Rev: 10/19/26 / 10/19/26

Order Type: GENERAL

Primary AE: Nick Welte

Sales Office: HPHIL

Sales Region: NAT

Agency

Name: Thematic Campaigns

Buying Contact: Ann Bremer

Billing Contact:

405 West Superior Street

Chicago, IL 60654

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Poli/M Berman/DCCC/D/CON/WI

Demographic: A35+

Product Codes: PL Congressional

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: 00:05:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/26	10/25/26	36	\$3,420.00	\$2,907.00
10/26/26	10/26/26	7	\$580.00	\$493.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2026	36	\$3,420.00	\$2,907.00	0.00
November 2026	7	\$580.00	\$493.00	0.00
Totals	43	\$4,000.00	\$3,400.00	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

Order Share	Share	Total
WMLW-TV	1%	\$4,000.00
Market	100%	\$400,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$4,000.00
WCGV	0%	\$0.00
WDJT	19%	\$76,000.00
WISN	22%	\$88,000.00
WITI	24%	\$96,000.00
WPXE	0%	\$0.00
WTMJ	33%	\$132,000.00
WVTV	0%	\$0.00
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	WMLW	10/20/26	10/20/26	12pm-1pm	CM	12p-1p	-T-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
Adam's Law x 2															
JUDGE MATHIS / ADAM's LAW BEGINS 9/14															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/20/26		10/20/26	10/26/26	-T-----			2			\$50.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WMLW	10/21/26	10/21/26	12pm-1pm Adam's Law x 2 JUDGE MATHIS / ADAM's LAW BEGINS 9/14	CM	12p-1p	--W----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/26	10/26/26	--W----		2				\$50.00		0.00			
N 3	WMLW	10/22/26	10/22/26	12pm-1pm Adam's Law x 2 JUDGE MATHIS / ADAM's LAW BEGINS 9/14	CM	12p-1p	---T---	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/26	10/26/26	---T---		2				\$50.00		0.00			
N 4	WMLW	10/23/26	10/23/26	12pm-1pm Adam's Law x 2 JUDGE MATHIS / ADAM's LAW BEGINS 9/14	CM	12p-1p	----F--	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/26	10/26/26	----F--		2				\$50.00		0.00			
N 5	WMLW	10/26/26	10/26/26	12pm-1pm Adam's Law x 2 JUDGE MATHIS / ADAM's LAW BEGINS 9/14	CM	12p-1p	M-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/26	10/26/26	M-----		2				\$50.00		0.00			
N 6	WMLW	10/20/26	10/20/26	1pm-2pm People's Court THE PEOPLE'S COURT	CM	1p-2p	-T-----	:30	2	\$70.00	P-2	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/26	10/26/26	-T-----		2				\$70.00		0.00			
N 7	WMLW	10/21/26	10/21/26	1pm-2pm People's Court THE PEOPLE'S COURT	CM	1p-2p	--W----	:30	2	\$70.00	P-2	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/26	10/26/26	--W----		2				\$70.00		0.00			
N 8	WMLW	10/22/26	10/22/26	1pm-2pm People's Court THE PEOPLE'S COURT	CM	1p-2p	---T---	:30	2	\$70.00	P-2	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/26	10/26/26	---T---		2				\$70.00		0.00			
N 9	WMLW	10/23/26	10/23/26	1pm-2pm People's Court THE PEOPLE'S COURT	CM	1p-2p	----F--	:30	2	\$70.00	P-2	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/26	10/26/26	----F--		2				\$70.00		0.00			
N 10	WMLW	10/26/26	10/26/26	1pm-2pm People's Court THE PEOPLE'S COURT	CM	1p-2p	M-----	:30	2	\$70.00	P-2	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/26	10/26/26	M-----		2				\$70.00		0.00			
N 11	WMLW	10/20/26	10/20/26	2pm-3pm Justice for the People JUSTICE 4 PEOP-MILIAN	CM	2p-230p (2:00 PM-2:30 PM)	-T-----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/26	10/26/26	-T-----		1				\$70.00		0.00			
N 12	WMLW	10/21/26	10/21/26	2pm-3pm Justice for the People JUSTICE 4 PEOP-MILIAN	CM	2p-230p (2:00 PM-2:30 PM)	--W----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/26	10/26/26	--W----		1				\$70.00		0.00			
N 13	WMLW	10/22/26	10/22/26	2pm-3pm Justice for the People JUSTICE 4 PEOP-MILIAN	CM	2p-230p (2:00 PM-2:30 PM)	---T---	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/26	10/26/26	---T---		1				\$70.00		0.00			
N 14	WMLW	10/23/26	10/23/26		CM	2p-230p	----F--	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2pm-3pm Justice for the People (2:00 PM-2:30 PM) JUSTICE 4 PEOP-MILIAN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/20/26 10/26/26 ----F-- 1 \$70.00 0.00															
N 15	WMLW	10/26/26	10/26/26	2pm-3pm Justice for the People (2:00 PM-2:30 PM)	CM	2p-230p	M-----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
JUSTICE 4 PEOP-MILIAN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/20/26 10/26/26 M----- 1 \$70.00 0.00															
N 16	WMLW	10/20/26	10/20/26	M-F 5p-6p Young Sheldon (5:30 PM-6:00 PM)	CM	530pm- 6pm	-T-----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
YOUNG SHELTON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/20/26 10/26/26 -T----- 1 \$70.00 0.00															
N 17	WMLW	10/21/26	10/21/26	M-F 5p-6p Young Sheldon (5:30 PM-6:00 PM)	CM	530pm- 6pm	--W----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
YOUNG SHELTON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/20/26 10/26/26 --W---- 1 \$70.00 0.00															
N 18	WMLW	10/22/26	10/22/26	M-F 5p-6p Young Sheldon (5:30 PM-6:00 PM)	CM	530pm- 6pm	---T---	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
YOUNG SHELTON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/20/26 10/26/26 ---T--- 1 \$70.00 0.00															
N 19	WMLW	10/23/26	10/23/26	M-F 5p-6p Young Sheldon (5:30 PM-6:00 PM)	CM	530pm- 6pm	----F--	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
YOUNG SHELTON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/20/26 10/26/26 ----F-- 1 \$70.00 0.00															
N 20	WMLW	10/26/26	10/26/26	M-F 5p-6p Young Sheldon (5:30 PM-6:00 PM)	CM	530pm- 6pm	M-----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
YOUNG SHELTON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/20/26 10/26/26 M----- 1 \$70.00 0.00															
N 21	WMLW	10/20/26	10/20/26	M-F 630p-7p Big Bang Theory	CM	630p-7p	-T-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
BIG BANG THEORY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/20/26 10/26/26 -T----- 1 \$200.00 0.00															
N 22	WMLW	10/21/26	10/21/26	M-F 630p-7p Big Bang Theory	CM	630p-7p	--W----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
BIG BANG THEORY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/20/26 10/26/26 --W---- 1 \$200.00 0.00															
N 23	WMLW	10/22/26	10/22/26	M-F 630p-7p Big Bang Theory	CM	630p-7p	---T---	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
BIG BANG THEORY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/20/26 10/26/26 ---T--- 1 \$200.00 0.00															
N 24	WMLW	10/23/26	10/23/26	M-F 630p-7p Big Bang Theory	CM	630p-7p	----F--	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
BIG BANG THEORY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/20/26 10/26/26 ----F-- 1 \$200.00 0.00															
N 25	WMLW	10/26/26	10/26/26	M-F 630p-7p Big Bang Theory	CM	630p-7p	M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
BIG BANG THEORY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/20/26 10/26/26 M----- 1 \$200.00 0.00															
N 26	WMLW	10/20/26	10/20/26		CM	9p-10P	-T-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00

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WMLW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9pm News											
				M-F 9pm News - 1hr											
CBS58 NEWS - 9P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/20/26		10/20/26	10/26/26	-T-----			2		\$150.00			0.00			
N 27	WMLW	10/21/26	10/21/26	M-F 9pm News	CM	9p-10P	--W----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
				M-F 9pm News - 1hr											
CBS58 NEWS - 9P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/20/26		10/20/26	10/26/26	--W----			2		\$150.00			0.00			
N 28	WMLW	10/22/26	10/22/26	M-F 9pm News	CM	9p-10P	---T---	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
				M-F 9pm News - 1hr											
CBS58 NEWS - 9P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/20/26		10/20/26	10/26/26	---T---			2		\$150.00			0.00			
N 29	WMLW	10/25/26	10/25/26	Sat-Sun 9pm News	CM	9p-10P	-----S	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
				Sat-Sun 9pm News - 1hr											
CBS58 NEWS - 9P (WKND)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/20/26		10/20/26	10/26/26	-----S			2		\$100.00			0.00			
													Totals	43	\$4,000.00