

ORDER



Orders

Order / Rev: 1514489

Alt Order #: WOC15687640

Product Desc: Issue

Estimate: 832

Flight Dates: 05/04/26 - 05/24/26

Original Date / Rev: 05/06/26 / 05/06/26

Order Type: GENERAL

TODAY'S TMJ4

Primary AE: Karl Duesterhaus

Sales Office: EWSDC

Sales Region: NAT

Agency

Name: Brabender Cox LLC

Buying Contact:

Billing Contact:

1218 Grandview Avenue - 1st Floor

Pittsburgh, PA 15211

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Campaign for America First Intl Assis

Demographic: A35+

Product Codes: Non-Ballot Issue

Revenue Code 1: DISC

Revenue Code 2: POL

Revenue Code 3: ISS

Priority: P-2

New Business End:

Advertiser External ID: 288463

Agency External ID: 103324

Unit Code: General

Order Separation: 00:10:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/27/26	05/20/26	19	\$14,480.00	\$12,308.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2026	19	\$14,480.00	\$12,308.00	87.40
Totals	19	\$14,480.00	\$12,308.00	87.40

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	05/04/26	05/19/26	M-F 7-9am Today Show	CM	7:00 AM-9:00 AM	---1---	:30	1	\$500.00	P-2	3.20	NM	5	\$2,500.00
(Program: TODAY SHOW) 2Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2025 Mo-Fr 7:00a-9:00a 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: 05/04/26		05/04/26	05/10/26	---1---					1	\$500.00		3.20			
Week: 05/11/26		05/11/26	05/17/26	1-1-1--					3	\$500.00		3.20			
Week: 05/18/26		05/18/26	05/24/26	-1-----					1	\$500.00		3.20			
N 2	WTMJ	05/04/26	05/17/26	Sunday Today Show	CM	7:00 AM-8:00 AM	-----1	:30	1	\$440.00	P-2	4.00	NM	2	\$880.00
(Program: SUN TODAY-NBC) 2Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2025 Sun 7:00a-8:00a 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: 05/04/26		05/04/26	05/10/26	-----1					1	\$440.00		4.00			
Week: 05/11/26		05/11/26	05/17/26	-----1					1	\$440.00		4.00			
N 3	WTMJ	05/04/26	05/20/26	M-F 5-530pm News	CM	5:00 PM-5:30 PM	---11--	:30	2	\$950.00	P-2	5.20	NM	10	\$9,500.00
(Program: TMJ4 NEWS AT 5PM) 2Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2025 Mo-Fr 5:00p-5:30p 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: 05/04/26		05/04/26	05/10/26	---11--					2	\$950.00		5.20			
Week: 05/11/26		05/11/26	05/17/26	11111--					5	\$950.00		5.20			
Week: 05/18/26		05/18/26	05/24/26	111----					3	\$950.00		5.20			

TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WTMJ	05/04/26	05/16/26	SA 10-1030pm News	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$800.00	P-2	5.70	NM	2	\$1,600.00
TMJ4 NEWS AT 10PM SAT (Program: TMJ4 NEWS AT 10PM SAT) 2Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL May/2025 Sat 10:00p-10:30p 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: 05/04/26	05/10/26	-----1-		1				\$800.00		5.70			
		Week: 05/11/26	05/17/26	-----1-		1				\$800.00		5.70			
Totals														19	\$14,480.00