

ORDER



Orders

Order / Rev:

488519

Alt Order #:

20181683

Ext. Opp. ID:

Product Desc:

supports Christian Ellis

Estimate:

18661

Flight Dates:

10/20/26 - 10/26/26

Original Date / Rev:

10/20/26 / 10/20/26

Order Type:

GENERAL

WDJT-TV CBS58

Primary AE:

Nick Welte

Sales Office:

HPHIL

Sales Region:

NAT

Agency

Name:

Targeted Platform Media LLC

Buying Contact:

Billing Contact:

A/P Targeted Platform

1291 Hollywood Av.

Annapolis, MD 21403

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Issue/New Wisconsin Majority

Demographic:

A35+

Product Codes:

PL Issue

Revenue Code 1:

AGY

Revenue Code 2:

POL

Revenue Code 3:

ISS

Priority:

P-1

New Business End:

Advertiser External ID:

Agency External ID:

Unit Code:

General

Order Separation:

00:10:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/26	10/25/26	16	\$41,700.00	\$35,445.00
10/26/26	10/26/26	4	\$10,200.00	\$8,670.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2026	16	\$41,700.00	\$35,445.00	0.00
November 2026	4	\$10,200.00	\$8,670.00	0.00
Totals	20	\$51,900.00	\$44,115.00	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	20%	\$51,900.00
Market	100%	\$259,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	19%	\$49,305.00
WITI	33%	\$85,635.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	22%	\$57,090.00
WVTV	6%	\$15,570.00
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	WDJT	10/22/26	10/22/26	News at Noon 60	CM	12p-1p	---T---	:15/:15	1	\$1,000.00	P-1	0.00	DN	1	\$1,000.00
CBS 58 NEWS AT NOON															
Order Comment: *BOOKENDS*															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

Order / Rev: 488519
Alt Order #: 20181683
Flight Dates: 10/20/26 - 10/26/26

Advertiser: Issue/New Wisconsin Majority
Product Desc: supports Christian Ellis
Estimate: 18661

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: 10/20/26		10/20/26	10/26/26	---T---			1		\$1,000.00	0.00					
N 2	WDJT	10/23/26	10/23/26	News at Noon 60 Noon News ONE HOUR 12p-1p	CM	12p-1p	----F--	:15/:15	1	\$1,000.00	P-1	0.00	DN	1	\$1,000.00
CBS 58 NEWS AT NOON Order Comment: *BOOKENDS*															
		<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	----F--			1		\$1,000.00	0.00					
N 3	WDJT	10/26/26	10/26/26	News at Noon 60 Noon News ONE HOUR 12p-1p	CM	12p-1p	M-----	:15/:15	1	\$1,000.00	P-1	0.00	DN	1	\$1,000.00
CBS 58 NEWS AT NOON Order Comment: *BOOKENDS*															
		<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	M-----			1		\$1,000.00	0.00					
N 5	WDJT	10/22/26	10/22/26	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	---T---	:15/:15	1	\$4,000.00	P-1	0.00	DN	1	\$4,000.00
THE PRICE IS RIGHT Order Comment: *BOOKENDS*															
		<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---			1		\$4,000.00	0.00					
N 8	WDJT	10/25/26	10/25/26	Sun 530pm News Sun 530pm News	CM	530p-6p	-----S	:15/:15	1	\$2,500.00	P-1	0.00	DN	1	\$2,500.00
CBS 58 NEWS-530P (SUN) Order Comment: *BOOKENDS*															
		<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			1		\$2,500.00	0.00					
N 10	WDJT	10/21/26	10/21/26	M-F 5pm News M-F 5pm News	CM	5p-530p	--W----	:15/:15	1	\$2,000.00	P-1	0.00	DN	1	\$2,000.00
CBS 58 NEWS-5P Order Comment: *BOOKENDS*															
		<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----			1		\$2,000.00	0.00					
N 12	WDJT	10/23/26	10/23/26	M-F 5pm News M-F 5pm News	CM	5p-530p	----F--	:15/:15	1	\$2,000.00	P-1	0.00	DN	1	\$2,000.00
CBS 58 NEWS-5P Order Comment: *BOOKENDS*															
		<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	----F--			1		\$2,000.00	0.00					
N 14	WDJT	10/21/26	10/21/26	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	--W----	:15/:15	1	\$1,000.00	P-1	0.00	DN	1	\$1,000.00
CBS 58 NEWS-4P/430P Order Comment: *BOOKENDS*															
		<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----			1		\$1,000.00	0.00					
N 16	WDJT	10/23/26	10/23/26	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	----F--	:15/:15	1	\$1,000.00	P-1	0.00	DN	1	\$1,000.00
CBS 58 NEWS-4P/430P Order Comment: *BOOKENDS*															
		<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	----F--			1		\$1,000.00	0.00					
N 18	WDJT	10/24/26	10/24/26	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	6pm-7pm	-----S-	:15/:15	1	\$2,000.00	P-1	0.00	DN	1	\$2,000.00
JEOPARDY WKND/ WHEEL OF FORTUNE WKND Order Comment: *BOOKENDS*															
		<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-			1		\$2,000.00	0.00					
N 20	WDJT	10/23/26	10/23/26	Wheel of Fortune 630p-7p Wheel of Fortune / M-F	CM	630pm-7pm	----F--	:15/:15	1	\$7,000.00	P-1	0.00	DN	1	\$7,000.00
WHEEL OF FORTUNE Order Comment: *BOOKENDS*															
		<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	----F--			1		\$7,000.00	0.00					
N 22	WDJT	10/26/26	10/26/26		CM	6p-630p	M-----	:15/:15	1	\$6,000.00	P-1	0.00	DN	1	\$6,000.00

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Advertiser: Issue/New Wisconsin Majority
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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
				Jeopardy 6p-630p											
				Jeopardy / M-F											
				JEOPARDY											
				Order Comment: *BOOKENDS*											
		<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			\$6,000.00			0.00			
N 24	WDJT	10/25/26	10/25/26	Su 7p - 8p	CM	7p - 8p	-----S	:15/:15	1	\$7,500.00	P-1	0.00	DN	1	\$7,500.00
				Marshals											
				MARSHALS											
				Order Comment: *BOOKENDS*											
		<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	-----S		1			\$7,500.00			0.00			
N 25	WDJT	10/21/26	10/21/26	M-F Late News	CM	10p-1035p	--W----	:15/:15	1	\$2,500.00	P-1	0.00	DN	1	\$2,500.00
				M-F Late News											
				CBS 58 NEWS-10PM											
				Order Comment: *BOOKENDS*											
		<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			\$2,500.00			0.00			
N 26	WDJT	10/22/26	10/22/26	M-F Late News	CM	10p-1035p	---T---	:15/:15	1	\$2,500.00	P-1	0.00	DN	1	\$2,500.00
				M-F Late News											
				CBS 58 NEWS-10PM											
				Order Comment: *BOOKENDS*											
		<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			\$2,500.00			0.00			
N 28	WDJT	10/26/26	10/26/26	M-F Late News	CM	10p-1035p	M-----	:15/:15	1	\$2,500.00	P-1	0.00	DN	1	\$2,500.00
				M-F Late News											
				CBS 58 NEWS-10PM											
				Order Comment: *BOOKENDS*											
		<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			\$2,500.00			0.00			
N 29	WDJT	10/25/26	10/25/26	Sun Late News	CM	10pm-11pm	-----S	:15/:15	1	\$2,000.00	P-1	0.00	DN	1	\$2,000.00
				Sun Late News											
				CBS 58 NEWS-10PM (SUN)											
				Order Comment: *BOOKENDS*											
		<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	-----S		1			\$2,000.00			0.00			
N 31	WDJT	10/22/26	10/22/26	LF 1035p-1137p	CM	1035p-1138p	---T---	:15/:15	1	\$700.00	P-1	0.00	DN	1	\$700.00
				Comics Unleashed											
				COMICS UNLEASHED											
				Order Comment: *BOOKENDS*											
		<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			\$700.00			0.00			
N 33	WDJT	10/26/26	10/26/26	LF 1035p-1137p	CM	1035p-1138p	M-----	:15/:15	1	\$700.00	P-1	0.00	DN	1	\$700.00
				Comics Unleashed											
				COMICS UNLEASHED											
				Order Comment: *BOOKENDS*											
		<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			\$700.00			0.00			
N 34	WDJT	10/25/26	10/25/26	Face the Nation	CM	930a-1030a	-----S	:15/:15	1	\$3,000.00	P-1	0.00	DN	1	\$3,000.00
				Face the Nation											
				FACE THE NATION											
				Order Comment: *BOOKENDS*											
		<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	-----S		1			\$3,000.00			0.00			
													Totals	20	\$51,900.00