

ORDER



Orders

Order / Rev:

487597

Alt Order #:

20173090

Ext. Opp. ID:

Product Desc:

PROJECT LIGHTHOUSE

Estimate:

904

Flight Dates:

09/28/26 - 10/24/26

Original Date / Rev:

09/24/26 / 09/24/26

Order Type:

GENERAL

WDJT-TV CBS58

Primary AE:

Nick Welte

Sales Office:

HPHIL

Sales Region:

NAT

Agency

Name:

Brabender Cox

Buying Contact:

Liz Kundu

Billing Contact:

1218 Grandview Ave.

Pittsburgh, PA 15211

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Issue/Oracle Corporation

Demographic:

A35+

Product Codes:

PL Issue

Revenue Code 1:

AGY

Revenue Code 2:

POL

Revenue Code 3:

ISS

Priority:

P-2

New Business End:

Advertiser External ID:

Agency External ID:

Unit Code:

General

Order Separation:

00:30:00

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/26	10/24/26	46	\$143,600.00	\$122,060.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2026	46	\$143,600.00	\$122,060.00	128.90
Totals	46	\$143,600.00	\$122,060.00	128.90

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	19%	\$143,600.00
Market	100%	\$755,789.47

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	23%	\$173,831.58
WITI	12%	\$90,694.74
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	24%	\$181,389.47
WVTV	22%	\$166,273.68
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	10/04/26	10/18/26	CBS Sunday Morn 758a	CM	8a-930a	-----S	:30	1	\$2,000.00	P-2	2.40	NM	3	\$6,000.00
CBS Sunday Morning															
CBS SUNDAY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/28/26	10/04/26	-----S					1	\$2,000.00		2.40			
Week:		10/05/26	10/11/26	-----S					1	\$2,000.00		2.40			

Order / Rev: 487597
 Alt Order #: 20173090
 Flight Dates: 09/28/26 - 10/24/26

Advertiser: Issue/Oracle Corporation
 Product Desc: PROJECT LIGHTHOUSE
 Estimate: 904

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:		10/12/26	10/18/26	-----S		1				\$2,000.00		2.40			
2	WDJT	09/29/26	10/13/26	M-F 5pm News M-F 5pm News	CM	5p-530p	-T-----	:30	1	\$600.00	P-2	1.40	NM	3	\$1,800.00
CBS 58 NEWS-5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/28/26	10/04/26	-T-----		1				\$600.00		1.40			
Week:		10/05/26	10/11/26	-T-----		1				\$600.00		1.40			
Week:		10/12/26	10/18/26	-T-----		1				\$600.00		1.40			
3	WDJT	10/01/26	10/15/26	M-F 5pm News M-F 5pm News	CM	5p-530p	---T---	:30	1	\$600.00	P-2	1.40	NM	3	\$1,800.00
CBS 58 NEWS-5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/28/26	10/04/26	---T---		1				\$600.00		1.40			
Week:		10/05/26	10/11/26	---T---		1				\$600.00		1.40			
Week:		10/12/26	10/18/26	---T---		1				\$600.00		1.40			
4	WDJT	09/28/26	10/12/26	Jeopardy 6p-630p Jeopardy / M-F	CM	6p-630p	M-----	:30	1	\$3,500.00	P-2	3.80	NM	3	\$10,500.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/28/26	10/04/26	M-----		1				\$3,500.00		3.80			
Week:		10/05/26	10/11/26	M-----		1				\$3,500.00		3.80			
Week:		10/12/26	10/18/26	M-----		1				\$3,500.00		3.80			
5	WDJT	09/30/26	10/14/26	Jeopardy 6p-630p Jeopardy / M-F	CM	6p-630p	--W----	:30	1	\$3,500.00	P-2	3.80	NM	3	\$10,500.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/28/26	10/04/26	--W----		1				\$3,500.00		3.80			
Week:		10/05/26	10/11/26	--W----		1				\$3,500.00		3.80			
Week:		10/12/26	10/18/26	--W----		1				\$3,500.00		3.80			
6	WDJT	10/02/26	10/16/26	Jeopardy 6p-630p Jeopardy / M-F	CM	6p-630p	----F--	:30	1	\$3,500.00	P-2	3.80	NM	3	\$10,500.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/28/26	10/04/26	----F--		1				\$3,500.00		3.80			
Week:		10/05/26	10/11/26	----F--		1				\$3,500.00		3.80			
Week:		10/12/26	10/18/26	----F--		1				\$3,500.00		3.80			
7	WDJT	09/29/26	10/13/26	Wheel of Fortune 630p-7pm Wheel of Fortune / M-F	CM	630pm-7pm	-T-----	:30	1	\$4,000.00	P-2	4.10	NM	3	\$12,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/28/26	10/04/26	-T-----		1				\$4,000.00		4.10			
Week:		10/05/26	10/11/26	-T-----		1				\$4,000.00		4.10			
Week:		10/12/26	10/18/26	-T-----		1				\$4,000.00		4.10			
8	WDJT	10/01/26	10/15/26	Wheel of Fortune 630p-7pm Wheel of Fortune / M-F	CM	630pm-7pm	---T---	:30	1	\$4,000.00	P-2	4.10	NM	3	\$12,000.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/28/26	10/04/26	---T---		1				\$4,000.00		4.10			
Week:		10/05/26	10/11/26	---T---		1				\$4,000.00		4.10			
Week:		10/12/26	10/18/26	---T---		1				\$4,000.00		4.10			
9	WDJT	10/12/26	10/12/26	Mo 7p - 8p FBI	CM	Mo 7pm - 8pm	M-----	:30	1	\$4,000.00	P-2	3.10	NM	1	\$4,000.00
FBI															
		<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	M-----		1				\$4,000.00		3.10			
10	WDJT	10/05/26	10/05/26	Mo 8p - 9p CIA	CM	Mo 8p - 9p	M-----	:30	1	\$5,000.00	P-2	2.40	NM	1	\$5,000.00
CIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/05/26	10/11/26	M-----		1				\$5,000.00		2.40			
11	WDJT	09/29/26	09/29/26		CM	Tu 7p - 8p	-T-----	:30	1	\$3,000.00	P-2	2.50	NM	1	\$3,000.00

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Advertiser: Issue/Oracle Corporation
 Product Desc: PROJECT LIGHTHOUSE
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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
				Tu 7p - 8p											
				Tu 7p - 8p											
				NCIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/28/26	10/04/26	-T-----			1		\$3,000.00		2.50				
12	WDJT	10/15/26	10/15/26	Th 7p - 8p	CM	Th 7p - 8p	---T---	:30	1	\$4,000.00	P-2	3.20	NM	1	\$4,000.00
				Th 7p - 8p											
				GEORGIE & MANDY/ETERNALLY YOURS											
		<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		\$4,000.00		3.20				
13	WDJT	10/02/26	10/02/26	Fr 7p - 8p	CM	Fri 7p - 8p	----F--	:30	1	\$3,500.00	P-2	2.80	NM	1	\$3,500.00
				Sheriff Country											
				SHERIFF'S COUNTRY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/28/26	10/04/26	----F--			1		\$3,500.00		2.80				
14	WDJT	10/09/26	10/09/26	Fr 8p - 9p	CM	8p - 9p	----F--	:30	1	\$4,500.00	P-2	2.20	NM	1	\$4,500.00
				Fire Country											
				FIRE COUNTRY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/05/26	10/11/26	----F--			1		\$4,500.00		2.20				
15	WDJT	10/16/26	10/16/26	Fr 9p - 10p	CM	9p - 10p	----F--	:30	1	\$5,000.00	P-2	2.10	NM	1	\$5,000.00
				Boston Blue											
				BOSTON BLUE											
		<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		\$5,000.00		2.10				
16	WDJT	10/04/26	10/18/26	Su 8p - 9p	CM	8p-9p	-----S	:30	1	\$4,000.00	P-2	5.80	NM	2	\$8,000.00
				Tracker											
				TRACKER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/28/26	10/04/26	-----S			1		\$4,000.00		5.80				
Week:		10/05/26	10/11/26	-----			0		\$0.00		0.00				
Week:		10/12/26	10/18/26	-----S			1		\$4,000.00		5.80				
17	WDJT	09/28/26	09/28/26	M-F Late News	CM	10p-1035p	M-----	:30	1	\$1,500.00	P-2	2.00	NM	1	\$1,500.00
				M-F Late News											
				CBS 58 NEWS-10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/28/26	10/04/26	M-----			1		\$1,500.00		2.00				
18	WDJT	09/30/26	10/14/26	M-F Late News	CM	10p-1035p	--W----	:30	1	\$1,500.00	P-2	2.00	NM	3	\$4,500.00
				M-F Late News											
				CBS 58 NEWS-10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/28/26	10/04/26	--W----			1		\$1,500.00		2.00				
Week:		10/05/26	10/11/26	--W----			1		\$1,500.00		2.00				
Week:		10/12/26	10/18/26	--W----			1		\$1,500.00		2.00				
19	WDJT	10/01/26	10/08/26	M-F Late News	CM	10p-1035p	---T---	:30	1	\$1,500.00	P-2	2.00	NM	2	\$3,000.00
				M-F Late News											
				CBS 58 NEWS-10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/28/26	10/04/26	---T---			1		\$1,500.00		2.00				
Week:		10/05/26	10/11/26	---T---			1		\$1,500.00		2.00				
20	WDJT	10/06/26	10/13/26	M-F Late News	CM	10p-1035p	-T-----	:30	1	\$1,500.00	P-2	2.00	NM	2	\$3,000.00
				M-F Late News											
				CBS 58 NEWS-10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/05/26	10/11/26	-T-----			1		\$1,500.00		2.00				
Week:		10/12/26	10/18/26	-T-----			1		\$1,500.00		2.00				
21	WDJT	10/16/26	10/16/26	M-F Late News	CM	10p-1035p	----F--	:30	1	\$1,500.00	P-2	2.00	NM	1	\$1,500.00
				M-F Late News											
				CBS 58 NEWS-10PM											
		<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		\$1,500.00		2.00				
22	WDJT	10/04/26	10/18/26		CM	10pm-11pm	-----S	:30	1	\$1,000.00	P-2	2.20	NM	3	\$3,000.00

WDJT-TV CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun Late News											
				Sun Late News											
CBS 58 NEWS-10PM (SUN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/28/26	10/04/26	-----S		1		\$1,000.00		2.20					
Week:		10/05/26	10/11/26	-----S		1		\$1,000.00		2.20					
Week:		10/12/26	10/18/26	-----S		1		\$1,000.00		2.20					
N 23	WDJT	10/24/26	10/24/26	BIG10 FB - Wisconsin	SPRT	230-6p	-----S-	:30	1	\$25,000.00	P-2	0.00	NM	1	\$25,000.00
				BIG10 - Wisconsin											
Wisconsin Badgers Football															
Contract Comment: 9/24: ADD TO SKED															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/19/26	10/25/26	-----S-		1		\$25,000.00		0.00					
													Totals	46	\$143,600.00