

ORDER



Orders

Order / Rev:

1544356

Alt Order #:

WOC15826027

Product Desc:

General

Estimate:

16121

Flight Dates:

10/20/26 - 10/26/26

Original Date / Rev:

10/16/26 / 10/16/26

Order Type:

GENERAL

TODAY'S TMJ4

Primary AE:

Karl Duesterhaus

Sales Office:

EWSDC

Sales Region:

NAT

Agency

Name:

Great American Media

Buying Contact:

Billing Contact:

3050 K Street NW

Washington, DC 20007

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

DAGA People's Lawyer Project

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:

273561

Agency External ID:

109444

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	31	\$111,235.00	\$94,549.75
10/26/26	10/26/26	7	\$7,535.00	\$6,404.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2026	31	\$111,235.00	\$94,549.75	0.00
November 2026	7	\$7,535.00	\$6,404.75	0.00
Totals	38	\$118,770.00	\$100,954.50	0.00

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
1	WTMJ	10/20/26	10/26/26	M-F 4-5am Early Today CM EARLY TODAY-NBC		4:00 AM-5:00 AM	MTWTF--	:30	1	\$95.00	P-2	0.00	NM	1	\$95.00
(Program: EARLY TODAY-NBC) CS-Nov/2024 - MILWAUKEE - ESTIMATE IS BASED ON PAV of Early Today on WTMJ airing 38 times on 10/28/2024, 10/29/2024, 10/30/2024, 10/31/2024, 11/1/2024, 11/4/2024, 11/5/2024, 11/7/2024, 11/8/2024, 11/11/2024, 11/12/2024, 11/13/2024, 11/14/2024, 11/15/2024,															
		<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	MTWTF--			1			\$95.00		0.00			
2	WTMJ	10/20/26	10/26/26	M-F 9-10am Morning Blend CM MORNING BLEND		9:00 AM-10:00 AM	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
(Program: MORNING BLEND) CS-Nov/2024 - MILWAUKEE - ESTIMATE IS BASED ON PAV of The Morning Blend on WTMJ airing 19 times on 10/28/2024, 10/29/2024, 10/30/2024, 10/31/2024, 11/1/2024, 11/4/2024, 11/5/2024, 11/7/2024, 11/8/2024, 11/11/2024, 11/12/2024, 11/13/2024, 11/14/2024, 11/15/2024,															
		<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	MTWTF--			3			\$600.00		0.00			
3	WTMJ	10/20/26	10/26/26	Today Third Hour CM TODAY THIRD HOUR		10:00 AM-11:00 AM	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
(Program: TODAY THIRD HOUR) CS-Nov/2024 - MILWAUKEE - ESTIMATE IS BASED ON PAV of Today Third Hour on WTMJ airing 21 times on 10/28/2024, 10/29/2024, 10/30/2024, 10/31/2024, 11/1/2024, 11/4/2024, 11/5/2024, 11/7/2024, 11/8/2024, 11/11/2024, 11/12/2024, 11/13/2024, 11/14/2024, 11/15/2024,															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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:		10/20/26	10/26/26	MTWTF--		3			\$600.00	0.00						
4	WTMJ	10/20/26	10/26/26	M-F 12-1pm News LIVE AT 12-1P NEWS (Program: LIVE AT 12-1P NEWS) CS-Nov/2024 - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at Noon on WTMJ airing 20 times on 10/28/2024, 10/29/2024, 10/30/2024, 10/31/2024, 11/1/2024, 11/4/2024, 11/5/2024, 11/6/2024, 11/7/2024, 11/8/2024, 11/11/2024, 11/12/2024, 11/13/2024, 11/14/	CM	12:00 PM-1:00 PM	MTWTF--	:30	3	\$950.00	P-2	0.00	NM	3	\$2,850.00	
		<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	MTWTF--		3			\$950.00	0.00						
5	WTMJ	10/20/26	10/26/26	M-F 2-3pm KELLY CLARKSON (Program: KELLY CLARKSON) CS-Nov/2024 - MILWAUKEE - ESTIMATE IS BASED ON PAV of The Kelly Clarkson Show on WTMJ airing 5 times on 11/18/2024, 11/19/2024, 11/20/2024, 11/21/2024 and 11/22/2024	CM	2:00 PM-3:00 PM	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00	
		<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	MTWTF--		3			\$600.00	0.00						
6	WTMJ	10/20/26	10/26/26	M-F 3-330pm WHATS BREWING WISCONSI (Program: WHATS BREWING WISCONSIN) CS-Nov/2024 - MILWAUKEE - ACTUAL CS-Nov/2024 Mo-Fr 3:00p-3:30p TIME PERIOD ON WTMJ	CM	3:00 PM-3:30 PM	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$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	MTWTF--		3			\$700.00	0.00						
7	WTMJ	10/20/26	10/26/26	M-F 330-4pm INSIDE EDITION (Program: INSIDE EDITION) CS-Nov/2024 - MILWAUKEE - ESTIMATE IS BASED ON PAV of Inside Edition on WTMJ airing 5 times on 11/18/2024, 11/19/2024, 11/20/2024, 11/21/2024 and 11/22/2024	CM	3:30 PM-4:00 PM	MTWTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00	
		<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	MTWTF--		3			\$750.00	0.00						
8	WTMJ	10/20/26	10/24/26	Sa NBC Nightly News NBC-NWS SAT (Program: NBC-NWS SAT) CS-Nov/2024 - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC Nightly News on WTMJ airing 3 times on 11/2/2024, 11/9/2024 and 11/23/2024	CM	5:30 PM-6:00 PM	-----S-	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00	
		<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			\$3,500.00	0.00						
9	WTMJ	10/20/26	10/26/26	M-F 10pm News Re-Air TMJ4 NEWS AT 10 RE-AIR (Program: TMJ4 NEWS AT 10 RE-AIR) CS-Nov/2024 - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at 10 on WTMJ airing 15 times on 10/29/2024, 10/30/2024, 10/31/2024, 11/1/2024, 11/5/2024, 11/7/2024, 11/8/2024, 11/12/2024, 11/13/2024, 11/14/2024, 11/15/2024, 11/19/2024, 11/20/2024, 11/21/	CM	12:37 XM-1:09 XM	MTWTF--	:30	5	\$85.00	P-2	0.00	NM	5	\$425.00	
		<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	MTWTF--		5			\$85.00	0.00						
10	WTMJ	10/20/26	10/24/26	SA 10-1030pm News TMJ4 NEWS AT 10PM SAT (Program: TMJ4 NEWS AT 10PM SAT) CS-Nov/2024 - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at 10 Saturday on WTMJ airing 3 times on 11/2/2024, 11/9/2024 and 11/16/2024	CM	10:00 PM-10:30 PI	-----S-	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00	
		<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			\$2,400.00	0.00						
11	WTMJ	10/20/26	10/25/26	SU 10-1035pm News TMJ4 NEWS AT 10PM SUN (Program: TMJ4 NEWS AT 10PM SUN) CS-Nov/2024 - MILWAUKEE - ACTUAL CS-Nov/2024 Sun 10:00p-10:37p TIME PERIOD ON WTMJ	CM	10:00 PM-10:37 PI	-----S	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00	
		<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			\$2,750.00	0.00						
12	WTMJ	10/20/26	10/26/26	Late Night SETH MEYERS LATE NIGHT (Program: SETH MEYERS LATE NIGHT) CS-Nov/2024 - MILWAUKEE - ESTIMATE IS BASED ON PAV of Late Night with Seth Meyers on WTMJ airing 19 times on 10/28/2024, 10/29/2024, 10/30/2024, 10/31/2024, 11/1/2024, 11/4/2024, 11/6/2024, 11/7/2024, 11/8/2024, 11/11/2024, 11/12/2024, 11/13/2024, 11/14/2	CM	11:37 PM-12:37 XM	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00	

Order / Rev: 1544356
 Alt Order #: WOC15826027
 Flight Dates: 10/20/26 - 10/26/26

Advertiser: DAGA People's Lawyer Project
 Product Desc: General
 Estimate: 16121

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: 10/20/26		10/20/26	10/26/26	MTWTF--			3		\$700.00	0.00					
13	WTMJ	10/20/26	10/26/26	Monday Prime C	CM	9:00 PM-10:00 PM	-----	:30	1	\$3,750.00	P-2	0.00	NM	1	\$3,750.00
(Program: BRILLIANT MINDS) CS-Nov/2024 - MILWAUKEE - ACTUAL CS-Nov/2024 Mon 9:00p-10:00p 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: 10/20/26		10/20/26	10/26/26	M-----			1		\$3,750.00	0.00					
14	WTMJ	10/20/26	10/21/26	Wednesday Prime A	CM	7:00 PM-8:00 PM	--w----	:30	1	\$5,500.00	P-2	0.00	NM	1	\$5,500.00
(Program: CHICAGO MED) CS-Nov/2024 - MILWAUKEE - ESTIMATE IS BASED ON PAV of Chicago Med on WTMJ airing 4 times on 10/30/2024, 11/6/2024, 11/13/2024 and 11/20/2024															
		<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	10/25/26	--w----			1		\$5,500.00	0.00					
15	WTMJ	10/20/26	10/24/26	Saturday Prime C	CM	9:00 PM-10:00 PM	-----S-	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
(Program: SATURDAY NIGHT LIVE PRIME) CS-Nov/2024 - MILWAUKEE - ACTUAL CS-Nov/2024 Sat 9:00p-10:00p 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: 10/19/26		10/25/26	10/25/26	-----S-			1		\$2,300.00	0.00					
16	WTMJ	10/20/26	10/24/26	Big Ten FB - Prime Game	CM	6:30 PM-10:00 PM	-----S-	:30	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
CFB BIG TEN WISCONSIN (Program: CFB BIG TEN WISCONSIN) CS-Nov/2024 - MILWAUKEE - ACTUAL CS-Nov/2024 Sat 6:30p-10:00p 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: 10/19/26		10/25/26	10/25/26	-----S-			1		\$15,000.00	0.00					
17	WTMJ	10/20/26	10/25/26	Nascar	CM	12:00 PM-3:00 PM	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
NASCAR TALLADEGA (Program: NASCAR TALLADEGA) CS-Nov/2024 - MILWAUKEE - ACTUAL CS-Nov/2024 Sun 12:00p-3:00p 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: 10/19/26		10/25/26	10/25/26	-----S			1		\$850.00	0.00					
18	WTMJ	10/20/26	10/25/26	NFL Internal	CM	7:00 PM-10:15 PM	-----S	:30	1	\$30,000.00	P-2	0.00	NM	1	\$30,000.00
NFL SNF (Program: NFL SNF) CS-Nov/2024 - MILWAUKEE - ACTUAL CS-Nov/2024 Sun 7:20p-10:15p 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: 10/19/26		10/25/26	10/25/26	-----S			1		\$30,000.00	0.00					
19	WTMJ	10/20/26	10/25/26	NFL End of Coverage	CM	10:15 PM-10:45 PM	-----S	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
NFL SNF POST GAME (Program: NFL SNF POST GAME) CS-Nov/2024 - MILWAUKEE - ACTUAL CS-Nov/2024 Sun 10:15p-10:45p 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: 10/19/26		10/25/26	10/25/26	-----S			1		\$7,500.00	0.00					
N 20	WTMJ	10/20/26	10/24/26	Big Ten FB - Prime Game	CM	6:30 PM-10:00 PM	-----S-	:30	1	\$30,000.00	P-2	0.00	NM	1	\$30,000.00
CFB BIG TEN WISCONSIN (Program: CFB BIG TEN WISCONSIN) CS-Nov/2024 - MILWAUKEE - ACTUAL CS-Nov/2024 Sat 6:30p-10:00p 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: 10/19/26		10/25/26	10/25/26	-----S-			1		\$30,000.00	0.00					
													Totals	38	\$118,770.00