

ORDER



Orders

Order / Rev:

485651

Alt Order #:

20156019

Product Desc:

Friends of Kelda Roys

Estimate:

15983

Flight Dates:

07/21/26 - 07/27/26

Original Date / Rev:

07/20/26 / 07/20/26

Order Type:

GENERAL

WDJT-TV CBS58

Primary AE:

Nick Welte

Sales Office:

HPHIL

Sales Region:

NAT

Agency

Name:

GMMB Greer Margolis Mitchell Burns

Buying Contact:

Maura Gilroy

Billing Contact:

3050 K Street NW

Washington, DC 20007

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Poli/K Roys/D/GOV/WI

Demographic:

A35+

Product Codes:

PL Candidate

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:

00:30:00

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
06/29/26	07/26/26	46	\$24,610.00	\$20,918.50
07/27/26	07/27/26	7	\$2,540.00	\$2,159.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
July 2026	46	\$24,610.00	\$20,918.50	0.00
August 2026	7	\$2,540.00	\$2,159.00	0.00
Totals	53	\$27,150.00	\$23,077.50	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	19%	\$27,150.00
Market	100%	\$142,894.74

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	23%	\$32,865.79
WITI	15%	\$21,434.21
WMLW-	1%	\$1,428.95
WPXE	0%	\$0.00
WTMJ	22%	\$31,436.84
WVTV	20%	\$28,578.95
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	07/21/26	07/27/26	Morning News M-F 5a - 6a	CM	5a - 6a	MTWTF--	:30	5	\$50.00	P-2	0.00	NM	5	\$250.00
CBS 58 MORN NEWS-5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 07/21/26		07/21/26	07/27/26	MTWTF--			5			\$50.00		0.00			

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Advertiser: Poli/K Roys/D/GOV/WI
Product Desc: Friends of Kelda Roys
Estimate: 15983

WDJT-TV CBS58

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WDJT	07/21/26	07/27/26	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	MTWTF--	:30	5	\$90.00	P-2	0.00	NM	5	\$450.00
		CBS 58 MORN NEWS-6A													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/21/26	07/27/26	MTWTF--		5			\$90.00			0.00			
N 3	WDJT	07/21/26	07/27/26	CBS This Morning M-F 7a-9a CBS This Morning M-F 7a-9a	CM	7a-9a	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
		CBS THIS MORNING													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/21/26	07/27/26	MTWTF--		5			\$150.00			0.00			
N 4	WDJT	07/25/26	07/25/26	CBS This Morning - SAT CBS This Morning-SAT	CM	7am-9am	-----S-	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		CBS THIS MORNING (SAT)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/21/26	07/27/26	-----S-		1			\$150.00			0.00			
N 5	WDJT	07/26/26	07/26/26	CBS58 Sun Morning 7a-8a CBS58 Sun Morning 7a-8a	CM	7a-8a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		CBS 58 SUNDAY MORNING													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/21/26	07/27/26	-----S		1			\$250.00			0.00			
N 6	WDJT	07/26/26	07/26/26	CBS Sunday Morn 758a-9a CBS Sunday Morning	CM	8a-930a	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		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: 07/21/26	07/27/26	-----S		1			\$1,000.00			0.00			
N 7	WDJT	07/26/26	07/26/26	Face the Nation Face the Nation	CM	930a-1030a	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		FACE THE NATION													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/21/26	07/27/26	-----S		1			\$300.00			0.00			
N 8	WDJT	07/21/26	07/27/26	M-F 3p-3:30p Judy Justice	CM	3p-330p	MTWTF--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		JUDY JUSTICE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/21/26	07/27/26	MTWTF--		2			\$150.00			0.00			
N 9	WDJT	07/21/26	07/27/26	M-F 3:30p-4p Judy Justice	CM	330p-4p	MTWTF--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		JUDY JUSTICE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/21/26	07/27/26	MTWTF--		2			\$150.00			0.00			
N 10	WDJT	07/21/26	07/27/26	M-F 4p-5p News M-F 4p-5p News	CM	4p-5p	MTWTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		CBS 58 NEWS-4P/430P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/21/26	07/27/26	MTWTF--		3			\$250.00			0.00			
N 11	WDJT	07/21/26	07/27/26	M-F 5pm News M-F 5pm News	CM	5p-530p	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
		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: 07/21/26	07/27/26	MTWTF--		4			\$400.00			0.00			
N 12	WDJT	07/25/26	07/25/26	Sat 5pm News Sat 5pm News	CM	5p-530p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		CBS 58 NEWS-5P (SAT)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/21/26	07/27/26	-----S-		1			\$250.00			0.00			
N 13	WDJT	07/26/26	07/26/26	Sun 530pm News Sun 530pm News	CM	530p-6p	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		CBS 58 NEWS-530P (SUN)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/21/26	07/27/26	-----S		1			\$400.00			0.00			
N 14	WDJT	07/21/26	07/27/26		CM	6p-630p	MTWTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00

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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											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/21/26	07/27/26	MTWTF--	4		\$1,200.00		0.00						
N15	WDJT	07/21/26	07/27/26	Wheel of Fortune 630p-7p	CM	630pm-7pm	MTWTF--	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
				Wheel of Fortune / M-F											
				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:		07/21/26	07/27/26	MTWTF--	4		\$1,400.00		0.00						
N16	WDJT	07/22/26	07/22/26	Wed Expanded Prime 8p	CM	Wed 7-8:30p	--W----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
				Big Brother											
				BIG BROTHER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/21/26	07/27/26	--W----	1		\$1,600.00		0.00						
N17	WDJT	07/23/26	07/23/26	Th 7p - 8p	CM	Th 7p - 8p	---T---	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
				Big Brother											
				BIG BROTHER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/21/26	07/27/26	---T---	1		\$1,600.00		0.00						
N18	WDJT	07/24/26	07/24/26	Fr 7p - 8p	CM	Fri 7p - 8p	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Big Brother Unlocked											
				BIG BROTHER UNLOCKED											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/21/26	07/27/26	----F--	1		\$600.00		0.00						
N19	WDJT	07/26/26	07/26/26	Su 6p - 7p	CM	6p - 7p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				60 Minutes											
				60 MINUTES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/21/26	07/27/26	-----S	1		\$1,200.00		0.00						
N20	WDJT	07/26/26	07/26/26	Su 7p - 8p	CM	7p - 8p	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				Big Brother											
				BIG BROTHER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/21/26	07/27/26	-----S	1		\$800.00		0.00						
N21	WDJT	07/21/26	07/27/26	M-F Late News	CM	10p-1035p	MTWTF--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
				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:		07/21/26	07/27/26	MTWTF--	4		\$300.00		0.00						
N22	WDJT	07/25/26	07/25/26	Sat Late News	CM	10pm-11pm	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				Sat Late News											
				CBS 58 NEWS-10PM (SAT)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/21/26	07/27/26	-----S-	1		\$250.00		0.00						
N23	WDJT	07/26/26	07/26/26	Sun Late News	CM	10pm-11pm	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				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:		07/21/26	07/27/26	-----S	1		\$350.00		0.00						
N24	WDJT	07/25/26	07/25/26	PGA Golf	SPRT	2-5p	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				PGA Golf											
				GOLF 3M OPEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/21/26	07/27/26	-----S-	1		\$1,200.00		0.00						
N25	WDJT	07/26/26	07/26/26	PGA Golf	SPRT	2-5p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				PGA Golf											
				GOLF 3M OPEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/21/26	07/27/26	-----S	1		\$1,200.00		0.00						
													Totals	53	\$27,150.00