

ORDER



Orders

Order / Rev:

1550120

Alt Order #:

WOC15846220

Product Desc:

WI GOV

Estimate:

19829

Flight Dates:

09/02/26 - 09/08/26

Original Date / Rev:

09/01/26 / 09/01/26

Order Type:

GENERAL

TODAY'S TMJ4

Primary AE:

Karl Duesterhaus

Sales Office:

EWSDC

Sales Region:

NAT

Agency

Name:

American Media & Advocacy Group - I

Buying Contact:

Billing Contact:

815 Slaters Lane

Alexandria, VA 22314

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Tiffany/Republican/Governor

Demographic:

A35+

Product Codes:

State Candidate

Revenue Code 1:

DISC

Revenue Code 2:

POL

Revenue Code 3:

CAND

Priority:

P-3

New Business End:

Advertiser External ID:

288153

Agency External ID:

101289

Unit Code:

General

Order Separation:

00:10:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/26	09/08/26	84	\$67,320.00	\$57,222.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2026	84	\$67,320.00	\$57,222.00	134.40
Totals	84	\$67,320.00	\$57,222.00	134.40

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	09/02/26	09/08/26	M-F 330-4pm INSIDE EDITION	CM	3:30 PM-4:00 PM	11--1--	:30	3	\$120.00	P-3	0.75	NM	3	\$360.00
(Program: INSIDE EDITION) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of Inside Edition on WTMJ airing 24 times on 10/27/2025, 10/28/2025, 10/29/2025, 10/30/2025, 10/31/2025, 11/3/2025, 11/4/2025, 11/5/2025, 11/6/2025, 11/7/2025, 11/10/2025, 11/11/2025, 11/13/2025,															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/02/26	09/08/26	11--1--					3	\$120.00		0.75			
N 2	WTMJ	09/02/26	09/03/26	NFL Hall of Fame GameCM NFL CLASSIC PACKERS GAM	CM	7:00 PM-10:00 PM	---2---	:30	2	\$510.00	P-3	3.09	NM	2	\$1,020.00
(Program: NFL CLASSIC PACKERS GAME) 3Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of Packers Classics															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/31/26	09/06/26	---2---					2	\$510.00		3.09			
N 3	WTMJ	09/02/26	09/08/26	M-F 3-330pm WHATS BREWING WISCONS	CM	3:00 PM-3:30 PM	11111--	:30	5	\$90.00	P-3	0.55	NM	5	\$450.00
(Program: WHATS BREWING WISCONSIN) 4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of What's Brewing Wisconsin on WTMJ airing 24 times on 10/27/2025, 10/28/2025, 10/29/2025, 10/30/2025, 10/31/2025, 11/3/2025, 11/4/2025, 11/5/2025, 11/6/2025, 11/7/2025, 11/10/2025, 11/11/2025, 11/12/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/02/26	09/08/26	11111--					5	\$90.00		0.55			
N 4	WTMJ	09/02/26	09/05/26		CM	6:00 PM-6:30 PM	-----1-	:30	1	\$330.00	P-3	1.78	NM	1	\$330.00

Order / Rev: 1550120
 Alt Order #: WOC15846220
 Flight Dates: 09/02/26 - 09/08/26

Advertiser: Tiffany/Republican/Governor
 Product Desc: WI GOV
 Estimate: 19829

TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa 6-630pm News TMJ4 NEWS AT 6PM SAT (Program: TMJ4 NEWS AT 6PM SAT) 4Q26 EST (sell) - MILWAUKEE - ACTUAL Nov/2025 Sat 6:00p-6:30p 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: 08/31/26 09/06/26 -----1- 1 \$330.00 1.78															
N 5	WTMJ	09/02/26	09/08/26	M-F 12-1pm News	CM	12:00 PM-1:00 PM	11111--	:30	5	\$240.00	P-3	1.08	NM	5	\$1,200.00
LIVE AT 12-1P NEWS (Program: LIVE AT 12-1P NEWS) 4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at Noon on WTMJ airing 23 times on 10/27/2025, 10/28/2025, 10/29/2025, 10/30/2025, 10/31/2025, 11/3/2025, 11/4/2025, 11/5/2025, 11/6/2025, 11/7/2025, 11/10/2025, 11/11/2025, 11/12/2025, 1 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/02/26 09/08/26 11111-- 5 \$240.00 1.08															
N 6	WTMJ	09/02/26	09/06/26	Su 5-530pm News	CM	5:00 PM-5:30 PM	-----1	:30	1	\$570.00	P-3	2.36	NM	1	\$570.00
TMJ4 NEWS AT 5PM SUN (Program: TMJ4 NEWS AT 5PM SUN) 4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at 5 Sunday on WTMJ airing 4 times on 11/9/2025, 11/16/2025, 11/23/2025 and 11/30/2025 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/31/26 09/06/26 -----1 1 \$570.00 2.36															
N 7	WTMJ	09/02/26	09/08/26	Tonight Show	CM	10:35 PM-11:37 PM	21212--	:30	8	\$255.00	P-3	0.97	NM	8	\$2,040.00
TONITE SHW-NBC (Program: TONITE SHW-NBC) 4Q26 EST (sell) - MILWAUKEE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/02/26 09/08/26 21212-- 8 \$255.00 0.97															
N 8	WTMJ	09/02/26	09/08/26	M-F 5-6am News	CM	5:00 AM-6:00 AM	11111--	:30	5	\$180.00	P-3	0.67	NM	5	\$900.00
TMJ4 NEWS TODAY 5AM (Program: TMJ4 NEWS TODAY 5AM) 4Q26 EST (sell) - MILWAUKEE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/02/26 09/08/26 11111-- 5 \$180.00 0.67															
N 9	WTMJ	09/02/26	09/08/26	Today Third Hour	CM	10:00 AM-11:00 AM	11--1--	:30	3	\$165.00	P-3	0.59	NM	3	\$495.00
TODAY THIRD HOUR (Program: TODAY THIRD HOUR) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of Today Third Hour on WTMJ airing 11 times on 11/13/2025, 11/14/2025, 11/17/2025, 11/18/2025, 11/19/2025, 11/20/2025, 11/21/2025, 11/24/2025, 11/25/2025, 11/26/2025 and 11/28/2025 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/02/26 09/08/26 11--1-- 3 \$165.00 0.59															
N 10	WTMJ	09/02/26	09/08/26	Late Night	CM	11:37 PM-12:37 AM	11--1--	:30	3	\$165.00	P-3	0.56	NM	3	\$495.00
SETH MEYERS LATE NIGHT (Program: SETH MEYERS LATE NIGHT) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of Late Night With Seth Meyers on WTMJ airing 23 times on 10/27/2025, 10/28/2025, 10/29/2025, 10/30/2025, 10/31/2025, 11/3/2025, 11/4/2025, 11/5/2025, 11/6/2025, 11/7/2025, 11/10/2025, 11/11/2025 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/02/26 09/08/26 11--1-- 3 \$165.00 0.56															
N 11	WTMJ	09/02/26	09/05/26	SA 10-1030pm News	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$645.00	P-3	2.29	NM	1	\$645.00
TMJ4 NEWS AT 10PM SAT (Program: TMJ4 NEWS AT 10PM SAT) 4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at 10 Saturday on WTMJ airing 4 times on 11/1/2025, 11/8/2025, 11/15/2025 and 11/29/2025 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/31/26 09/06/26 -----1- 1 \$645.00 2.29															
N 12	WTMJ	09/02/26	09/06/26	Su 5-530pm News	CM	5:00 PM-5:30 PM	-----1	:30	1	\$570.00	P-3	2.00	NM	1	\$570.00
TMJ4 NEWS AT 5PM SUN (Program: TMJ4 NEWS AT 5PM SUN) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at 5 Sunday on WTMJ airing 4 times on 11/9/2025, 11/16/2025, 11/23/2025 and 11/30/2025 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/31/26 09/06/26 -----1 1 \$570.00 2.00															
N 13	WTMJ	09/02/26	09/05/26		CM	5:30 PM-6:00 PM	-----1-	:30	1	\$675.00	P-3	2.33	NM	1	\$675.00

TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa NBC Nightly News NBC-NWS SAT (Program: NBC-NWS SAT) 4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC NIGHTLY NEWS-SAT on WTMJ airing 1 time on 11/8/2025											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/26	09/06/26	-----1-					1	\$675.00		2.33			
N 14	WTMJ	09/02/26	09/08/26	M-F 9-10am Morning Blend MORNING BLEND (Program: MORNING BLEND) 4Q26 COMSCORE (sell) - MILWAUKEE	CM	9:00 AM-10:00 AM	11--1--	:30	3	\$180.00	P-3	0.56	NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/02/26	09/08/26	11--1--					3	\$180.00		0.56			
N 15	WTMJ	09/02/26	09/08/26	M-F 10-1035pm News TMJ4 NEWS AT 10PM (Program: TMJ4 NEWS AT 10PM) 4Q26 EST (sell) - MILWAUKEE	CM	10:00 PM-10:35 PM	11111--	:30	5	\$540.00	P-3	1.66	NM	5	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/02/26	09/08/26	11111--					5	\$540.00		1.66			
N 16	WTMJ	09/02/26	09/06/26	Meet The Press MEET PRESS-SUN (Program: MEET PRESS-SUN) 4Q26 EST (sell) - MILWAUKEE	CM	8:00 AM-9:00 AM	-----1	:30	1	\$630.00	P-3	1.69	NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/26	09/06/26	-----1					1	\$630.00		1.69			
N 17	WTMJ	09/02/26	09/08/26	M-F 7-9am Today Show TODAY SHOW (Program: TODAY SHOW) 4Q26 EST (sell) - MILWAUKEE	CM	7:00 AM-9:00 AM	33333--	:30	15	\$600.00	P-3	1.62	NM	15	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/02/26	09/08/26	33333--					15	\$600.00		1.62			
N 18	WTMJ	09/02/26	09/05/26	Saturday Today Show SAT TODAY-NBC (Program: SAT TODAY-NBC) 4Q26 EST (sell) - MILWAUKEE	CM	7:00 AM-9:00 AM	-----1-	:30	1	\$375.00	P-3	0.86	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/26	09/06/26	-----1-					1	\$375.00		0.86			
N 19	WTMJ	09/02/26	09/08/26	M-F NBC Nightly News NBC NITELY NWS (Program: NBC NITELY NWS) 4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC Nightly News on WTMJ airing 11 times on 11/10/2025, 11/11/2025, 11/13/2025, 11/14/2025, 11/17/2025, 11/18/2025, 11/19/2025, 11/20/2025, 11/21/2025, 11/24/2025 and 11/25/2025	CM	5:30 PM-6:00 PM	11111--	:30	5	\$1,650.00	P-3	3.38	NM	5	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/02/26	09/08/26	11111--					5	\$1,650.00		3.38			
N 20	WTMJ	09/02/26	09/08/26	M-F 5-530pm News TMJ4 NEWS AT 5PM (Program: TMJ4 NEWS AT 5PM) 4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at 5 on WTMJ airing 25 times on 10/27/2025, 10/28/2025, 10/29/2025, 10/30/2025, 10/31/2025, 11/3/2025, 11/4/2025, 11/5/2025, 11/6/2025, 11/7/2025, 11/10/2025, 11/11/2025, 11/12/2025, 11/1	CM	5:00 PM-5:30 PM	11111--	:30	5	\$1,170.00	P-3	2.42	NM	5	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/02/26	09/08/26	11111--					5	\$1,170.00		2.42			
N 21	WTMJ	09/02/26	09/06/26	Sunday Today Show SUN TODAY-NBC (Program: SUN TODAY-NBC) 4Q26 EST (sell) - MILWAUKEE	CM	7:00 AM-8:00 AM	-----1	:30	1	\$585.00	P-3	1.17	NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/31/26	09/06/26	-----1					1	\$585.00		1.17			
N 22	WTMJ	09/02/26	09/08/26	M-F 6-630pm News TMJ4 NEWS AT 6PM (Program: TMJ4 NEWS AT 6PM) 4Q26 EST (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at 6 on WTMJ airing 24 times on 10/27/2025, 10/28/2025, 10/29/2025, 10/30/2025, 10/31/2025, 11/3/2025, 11/4/2025, 11/5/2025, 11/6/2025, 11/7/2025, 11/10/2025, 11/11/2025, 11/12/2025, 11/1	CM	6:00 PM-6:30 PM	11111--	:30	5	\$1,260.00	P-3	2.50	NM	5	\$6,300.00

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 Alt Order #: WOC15846220
 Flight Dates: 09/02/26 - 09/08/26

Advertiser: Tiffany/Republican/Governor
 Product Desc: WI GOV
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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:		09/02/26	09/08/26	11111--			5		\$1,260.00	2.50					
N 23	WTMJ	09/02/26	09/04/26	Friday Prime C DATELINE	CM	9:00 PM-10:00 PM	----1--	:30	1	\$780.00	P-3	1.35	NM	1	\$780.00
(Program: DATELINE) 3Q26 COMSCORE (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/31/26	09/06/26	----1--			1		\$780.00	1.35					
N 24	WTMJ	09/02/26	09/08/26	Tuesday Prime C PASSWORD	CM	9:00 PM-10:00 PM	-1-----	:30	1	\$780.00	P-3	1.40	NM	1	\$780.00
(Program: PASSWORD) 3Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL Jul/2025 Fri 7:30p-8:00p 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:		09/02/26	09/08/26	-1-----			1		\$780.00	1.40					
N 25	WTMJ	09/02/26	09/04/26	Friday Prime B AMERICAS GOT TALENT	CM	8:00 PM-9:00 PM	----1--	:30	1	\$780.00	P-3	1.25	NM	1	\$780.00
(Program: AMERICAS GOT TALENT) 3Q26 COMSCORE (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/31/26	09/06/26	----1--			1		\$780.00	1.25					
N 26	WTMJ	09/02/26	09/06/26	Notre Dame CFB NOTRE DAME/WISCONS	CM	6:30 PM-10:00 PM	-----1	:30	1	\$21,000.00	P-3	9.00	NM	1	\$21,000.00
(Program: CFB NOTRE DAME/WISCONSIN) 3Q26 COMSCORE (sell) - MILWAUKEE - Estimate is based on 11/16/2024 average of Oregon Vs Wisconsin															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/31/26	09/06/26	-----1			1		\$21,000.00	9.00					
													Totals	84	\$67,320.00