

ORDER



Orders
Order / Rev: 1553861
Alt Order #: WOC15862501
Product Desc: WI GOV
Estimate: 19896
Flight Dates: 09/16/26 - 09/22/26
Original Date / Rev: 09/15/26 / 09/15/26
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: 00:05:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/26	09/22/26	144	\$64,670.00	\$54,969.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2026	144	\$64,670.00	\$54,969.50	161.77
Totals	144	\$64,670.00	\$54,969.50	161.77

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	09/16/26	09/22/26	M-F 4-5am Early Today EARLY TODAY-NBC	CM	4:00 AM-5:00 AM	22222--	:30	10	\$30.00	P-3	0.20	NM	10	\$300.00
(Program: EARLY TODAY-NBC)															
4Q26 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:		09/16/26	09/22/26	22222--			10			\$30.00		0.20			
N 2	WTMJ	09/16/26	09/22/26	M-F 5-6am News TMJ4 NEWS TODAY 5AM	CM	5:00 AM-6:00 AM	22222--	:30	10	\$180.00	P-3	0.53	NM	10	\$1,800.00
(Program: TMJ4 NEWS TODAY 5AM)															
4Q26 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:		09/16/26	09/22/26	22222--			10			\$180.00		0.53			
N 3	WTMJ	09/16/26	09/22/26	M-F 7-9am Today Show TODAY SHOW	CM	7:00 AM-9:00 AM	22222--	:30	10	\$600.00	P-3	1.13	NM	10	\$6,000.00
(Program: TODAY SHOW)															
4Q26 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:		09/16/26	09/22/26	22222--			10			\$600.00		1.13			
N 4	WTMJ	09/16/26	09/19/26	Saturday Today Show SAT TODAY-NBC	CM	7:00 AM-9:00 AM	-----1-	:30	1	\$375.00	P-3	0.86	NM	1	\$375.00
(Program: SAT TODAY-NBC)															
4Q26 COMSCORE (sell) - MILWAUKEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Advertiser:	Tiffany/Republican/Governor
Product Desc:	WI GOV
Estimate:	19896

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:		09/14/26	09/20/26	-----1-		1				\$375.00		0.86			
N 5	WTMJ	09/16/26	09/20/26	Sunday Today Show SUN TODAY-NBC	CM	7:00 AM-8:00 AM	-----1	:30	1	\$585.00	P-3	1.17	NM	1	\$585.00
(Program: SUN TODAY-NBC) 4Q26 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:		09/14/26	09/20/26	-----1		1				\$585.00		1.17			
N 6	WTMJ	09/16/26	09/20/26	Meet The Press MEET PRESS-SUN	CM	8:00 AM-9:00 AM	-----1	:30	1	\$630.00	P-3	1.69	NM	1	\$630.00
(Program: MEET PRESS-SUN) 4Q26 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:		09/14/26	09/20/26	-----1		1				\$630.00		1.69			
N 7	WTMJ	09/16/26	09/22/26	M-F 9-10am Morning Blend MORNING BLEND	CM	9:00 AM-10:00 AM	22222--	:30	10	\$180.00	P-3	0.56	NM	10	\$1,800.00
(Program: MORNING BLEND) 4Q26 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:		09/16/26	09/22/26	22222--		10				\$180.00		0.56			
N 8	WTMJ	09/16/26	09/22/26	Today Third Hour TODAY THIRD HOUR	CM	10:00 AM-11:00 AM	11111--	:30	5	\$165.00	P-3	0.59	NM	5	\$825.00
(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:		09/16/26	09/22/26	11111--		5				\$165.00		0.59			
N 9	WTMJ	09/16/26	09/22/26	M-F 11am-12pm TODAY WITH JENNA & SHEIN	CM	11:00 AM-12:00 PM	11111--	:30	5	\$180.00	P-3	0.53	NM	5	\$900.00
(Program: TODAY WITH JENNA & SHEINELLE) 4Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL Nov/2025 Mo-Fr 11:00a-12:00p 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:		09/16/26	09/22/26	11111--		5				\$180.00		0.53			
N 10	WTMJ	09/16/26	09/22/26	M-F 12-1pm News LIVE AT 12-1P NEWS	CM	12:00 PM-1:00 PM	12222--	:30	9	\$240.00	P-3	1.24	NM	9	\$2,160.00
(Program: LIVE AT 12-1P NEWS) 4Q26 COMSCORE (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, 11/12/20															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/16/26	09/22/26	12222--		9				\$240.00		1.24			
N 11	WTMJ	09/16/26	09/22/26	M-F 1-2pm NBC NEWS DAILY	CM	1:00 PM-2:00 PM	11111--	:30	5	\$330.00	P-3	0.77	NM	5	\$1,650.00
(Program: NBC NEWS DAILY) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC News Daily 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,															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/16/26	09/22/26	11111--		5				\$330.00		0.77			
N 12	WTMJ	09/16/26	09/22/26	M-F 2-3pm Program: TBD	CM	2:00 PM-3:00 PM	11111--	:30	5	\$105.00	P-3	0.55	NM	5	\$525.00
(Program: Program: TBD) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of The Kelly Clarkson Show 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															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/16/26	09/22/26	11111--		5				\$105.00		0.55			
N 13	WTMJ	09/16/26	09/22/26	M-F 3-330pm WHATS BREWING WISCONSIN	CM	3:00 PM-3:30 PM	11111--	:30	5	\$90.00	P-3	0.60	NM	5	\$450.00
(Program: WHATS BREWING WISCONSIN) 4Q26 COMSCORE (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, 1															

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 Flight Dates: 09/16/26 - 09/22/26

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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:		09/16/26	09/22/26	11111--					5	\$90.00		0.60			
N 14	WTMJ	09/16/26	09/22/26	M-F 330-4pm INSIDE EDITION	CM	3:30 PM-4:00 PM	11111--	:30	5	\$120.00	P-3	0.90	NM	5	\$600.00
(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:		09/16/26	09/22/26	11111--					5	\$120.00		0.90			
N 15	WTMJ	09/16/26	09/22/26	M-F 5-530pm News TMJ4 NEWS AT 5PM	CM	5:00 PM-5:30 PM	11111--	:30	5	\$1,170.00	P-3	2.50	NM	5	\$5,850.00
(Program: TMJ4 NEWS AT 5PM) 4Q26 COMSCORE (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,															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/16/26	09/22/26	11111--					5	\$1,170.00		2.50			
N 16	WTMJ	09/16/26	09/22/26	M-F 6-630pm News TMJ4 NEWS AT 6PM	CM	6:00 PM-6:30 PM	11111--	:30	5	\$1,260.00	P-3	2.44	NM	5	\$6,300.00
(Program: TMJ4 NEWS AT 6PM) 4Q26 COMSCORE (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,															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/16/26	09/22/26	11111--					5	\$1,260.00		2.44			
N 17	WTMJ	09/16/26	09/19/26	Sa 6-630pm News Sa 6-630pm News	CM	6-630pm	-----1-	:30	1	\$330.00	P-3	1.78	NM	1	\$330.00
(Program: TMJ4 NEWS AT 6PM SAT) 4Q26 COMSCORE (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:		09/14/26	09/20/26	-----1-					1	\$330.00		1.78			
N 18	WTMJ	09/16/26	09/20/26	Su 5-530pm News TMJ4 NEWS AT 5PM SUN	CM	5:00 PM-5:30 PM	-----1	:30	1	\$570.00	P-3	2.00	NM	1	\$570.00
(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:		09/14/26	09/20/26	-----1					1	\$570.00		2.00			
N 19	WTMJ	09/16/26	09/20/26	Su NBC Nightly News NBC-NWS SUN	CM	5:30 PM-6:00 PM	-----1	:30	1	\$600.00	P-3	3.00	NM	1	\$600.00
(Program: NBC-NWS SUN) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC NITELY NEWS-SUN on WTMJ airing 3 times on 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:		09/14/26	09/20/26	-----1					1	\$600.00		3.00			
N 20	WTMJ	09/16/26	09/22/26	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:		09/16/26	09/22/26	-1-----					1	\$780.00		1.40			
N 21	WTMJ	09/16/26	09/18/26	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:		09/14/26	09/20/26	----1--					1	\$780.00		1.25			
N 22	WTMJ	09/16/26	09/22/26	M-F 10-1035pm News TMJ4 NEWS AT 10PM	CM	10:00 PM-10:35 PM	11111--	:30	5	\$540.00	P-3	1.66	NM	5	\$2,700.00
(Program: TMJ4 NEWS AT 10PM) 4Q26 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:		09/16/26	09/22/26	11111--					5	\$540.00		1.66			

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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
N23	WTMJ	09/16/26	09/19/26	SA 10-1030pm News TMJ4 NEWS AT 10PM SAT	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$645.00	P-3	2.29	NM	1	\$645.00
(Program: TMJ4 NEWS AT 10PM SAT) 4Q26 COMSCORE (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: 09/14/26		09/14/26	09/20/26	-----1-					1	\$645.00		2.29			
N24	WTMJ	09/16/26	09/20/26	SU Live at 10:30pm News LIVE AT 10PM AFTER NFL	CM	10:30 PM-11:05 PM	-----1	:30	1	\$780.00	P-3	2.00	NM	1	\$780.00
(Program: LIVE AT 10PM AFTER NFL) 4Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL Nov/2025 Sun 10:30p-11:05p 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: 09/14/26		09/14/26	09/20/26	-----1					1	\$780.00		2.00			
N25	WTMJ	09/16/26	09/22/26	Tonight Show TONITE SHW-NBC	CM	10:35 PM-11:37 PM	11222--	:30	8	\$255.00	P-3	0.97	NM	8	\$2,040.00
(Program: TONITE SHW-NBC) 4Q26 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: 09/16/26		09/16/26	09/22/26	11222--					8	\$255.00		0.97			
N26	WTMJ	09/16/26	09/22/26	Late Night SETH MEYERS LATE NIGHT	CM	11:37 PM-12:37 AM	11111--	:30	5	\$165.00	P-3	0.56	NM	5	\$825.00
(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: 09/16/26		09/16/26	09/22/26	11111--					5	\$165.00		0.56			
N27	WTMJ	09/16/26	09/19/26	Big Ten Countdown CFB BIG TEN COUNTDOWN	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$180.00	P-3	1.30	NM	1	\$180.00
(Program: CFB BIG TEN COUNTDOWN) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC B1G COLLEGE COUNTDOWN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/14/26		09/14/26	09/20/26	-----1-					1	\$180.00		1.30			
N28	WTMJ	09/16/26	09/19/26	SA 5-7am News TMJ4 NEWS TODAY SAT	CM	5:00 AM-7:00 AM	-----3-	:30	3	\$165.00	P-3	0.50	NM	3	\$495.00
(Program: TMJ4 NEWS TODAY SAT) 4Q26 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: 09/14/26		09/14/26	09/20/26	-----3-					3	\$165.00		0.50			
N29	WTMJ	09/16/26	09/22/26	M-F 4-5pm News TMJ4 NEWS AT 4PM	CM	4:00 PM-5:00 PM	22222--	:30	10	\$585.00	P-3	1.20	NM	10	\$5,850.00
(Program: TMJ4 NEWS AT 4PM) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of TMJ4 News at 4 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, 11/12/2025, 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: 09/16/26		09/16/26	09/22/26	22222--					10	\$585.00		1.20			
N30	WTMJ	09/16/26	09/22/26	M-F NBC Nightly News NBC NITELY NWS	CM	5:30 PM-6:00 PM	11-1---	:30	3	\$1,650.00	P-3	3.60	NM	3	\$4,950.00
(Program: NBC NITELY NWS) 4Q26 COMSCORE (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															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/16/26		09/16/26	09/22/26	11-1---					3	\$1,650.00		3.60			
N31	WTMJ	09/16/26	09/22/26	Milwaukee Tonight MILWAUKEE TONIGHT	CM	6:30 PM-7:00 PM	11111--	:30	5	\$720.00	P-3	1.27	NM	5	\$3,600.00
(Program: MILWAUKEE TONIGHT) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of Milwaukee Tonight on WTMJ airing 13 times on 10/27/2025, 10/30/2025, 10/31/2025, 11/3/2025, 11/6/2025, 11/7/2025, 11/13/2025, 11/14/2025, 11/17/2025, 11/20/2025, 11/21/2025, 11/24/2025 and 11/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/16/26		09/16/26	09/22/26	11111--					5	\$720.00		1.27			
N32	WTMJ	09/16/26	09/21/26		CM	9:00 PM-10:00 PM	1-----	:30	1	\$870.00	P-3	1.41	NM	1	\$870.00

Order / Rev: 1553861
Alt Order #: WOC15862501
Flight Dates: 09/16/26 - 09/22/26

Advertiser: Tiffany/Republican/Governor
Product Desc: WI GOV
Estimate: 19896

TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Monday Prime C LINE OF FIRE (Program: LINE OF FIRE) 4Q26 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: 09/16/26 09/22/26 1----- 1 \$870.00 1.41															
N 33	WTMJ	09/16/26	09/19/26	Saturday Prime C	CM	9:00 PM-10:00 PM	-----1-	:30	1	\$525.00	P-3	0.99	NM	1	\$525.00
SATURDAY NIGHT LIVE PRIM (Program: SATURDAY NIGHT LIVE PRIME) 4Q26 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: 09/14/26 09/20/26 -----1- 1 \$525.00 0.99															
N 34	WTMJ	09/16/26	09/19/26	Big Ten FB - Prime Gam	CM	6:30 PM-10:00 PM	-----1-	:30	1	\$1,500.00	P-3	2.17	NM	1	\$1,500.00
CFB NOTRE DAME PRIME (Program: CFB NOTRE DAME PRIME) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of WTMJ airing NOTRE DAME FOOTBALL 2025 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/26 09/20/26 -----1- 1 \$1,500.00 2.17															
N 35	WTMJ	09/16/26	09/20/26	Su - NFL Pre-Game FNIA	CM	6:00 PM-7:00 PM	-----1	:30	1	\$3,500.00	P-3	3.50	NM	1	\$3,500.00
NFL FNIA (Program: NFL FNIA) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of WTMJ airing FOOTBALL NT AMERICA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/26 09/20/26 -----1 1 \$3,500.00 3.50															
N 36	WTMJ	09/16/26	09/20/26	NFL End of Coverage	CM	10:15 PM-10:45 PM	-----1	:30	1	\$2,400.00	P-3	5.69	NM	1	\$2,400.00
NFL SNF POST GAME (Program: NFL SNF POST GAME) 4Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of NBC NFL SUNDAY POST <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/14/26 09/20/26 -----1 1 \$2,400.00 5.69															
													Totals	144	\$64,670.00