

ORDER



Orders
Order / Rev: 1546181
Alt Order #: WOC15831357
Product Desc: WI GOV
Estimate: 19698
Flight Dates: 08/19/26 - 08/25/26
Original Date / Rev: 08/18/26 / 08/18/26
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
07/27/26	08/25/26	53	\$41,010.00	\$34,858.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2026	53	\$41,010.00	\$34,858.50	87.90
Totals	53	\$41,010.00	\$34,858.50	87.90

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	08/19/26	08/25/26	M-F 5-6am News TMJ4 NEWS TODAY 5AM (Program: TMJ4 NEWS TODAY 5AM) 4Q26 EST (sell) - MILWAUKEE	CM	5:00 AM-6:00 AM	11111--	:30	5	\$180.00	P-3	0.50	NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/19/26	08/25/26	11111--	5		\$180.00		0.50						
N 2	WTMJ	08/19/26	08/25/26	M-F 7-9am Today Show TODAY SHOW (Program: TODAY SHOW) 4Q26 EST (sell) - MILWAUKEE	CM	7:00 AM-9:00 AM	-1-11--	:30	3	\$600.00	P-3	1.20	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:		08/19/26	08/25/26	-1-11--	3		\$600.00		1.20						
N 3	WTMJ	08/19/26	08/22/26	SA 5-7am News TMJ4 NEWS TODAY SAT (Program: TMJ4 NEWS TODAY SAT) 4Q26 EST (sell) - MILWAUKEE	CM	5:00 AM-7:00 AM	-----1-	:30	1	\$165.00	P-3	0.45	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/17/26	08/23/26	-----1-	1		\$165.00		0.45						
N 4	WTMJ	08/19/26	08/22/26	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>						

TODAY'S TMJ4

Order / Rev: 1546181
Alt Order #: WOC15831357
Flight Dates: 08/19/26 - 08/25/26

Advertiser: Tiffany/Republican/Governor
Product Desc: WI GOV
Estimate: 19698

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: 08/17/26		08/23/26	-----1-	1			\$330.00	2.00							
N 14	WTMJ	08/19/26	08/23/26	Su 5-530pm News TMJ4 NEWS AT 5PM SUN	CM	5:00 PM-5:30 PM	-----1	:30	1	\$570.00	P-3	2.43	NM	1	\$570.00
(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: 08/17/26		08/23/26	-----1	1			\$570.00	2.43							
N 15	WTMJ	08/19/26	08/25/26	Tuesday Prime C	CM	9:00 PM-10:00 PM	-1-----	:30	1	\$780.00	P-3	1.41	NM	1	\$780.00
(Program: PASSWORD) 3Q26 EST (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: 08/19/26		08/25/26	-1-----	1			\$780.00	1.41							
N 16	WTMJ	08/19/26	08/21/26	Friday Prime C	CM	9:00 PM-10:00 PM	----1--	:30	1	\$780.00	P-3	0.99	NM	1	\$780.00
(Program: DATELINE) 3Q26 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: 08/17/26		08/23/26	----1--	1			\$780.00	0.99							
N 17	WTMJ	08/19/26	08/25/26	M-F 10-1035pm News TMJ4 NEWS AT 10PM	CM	10:00 PM-10:35 PM	11111--	:30	5	\$540.00	P-3	1.53	NM	5	\$2,700.00
(Program: TMJ4 NEWS AT 10PM) 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: 08/19/26		08/25/26	11111--	5			\$540.00	1.53							
N 18	WTMJ	08/19/26	08/22/26	SA 10-1030pm News TMJ4 NEWS AT 10PM SAT	CM	10:00 PM-10:30 PM	1-----1-	:30	1	\$645.00	P-3	2.17	NM	1	\$645.00
(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: 08/17/26		08/23/26	-----1-	1			\$645.00	2.17							
N 19	WTMJ	08/19/26	08/25/26	Tonight Show TONITE SHW-NBC	CM	10:35 PM-11:37 PM	11111--	:30	5	\$255.00	P-3	1.00	NM	5	\$1,275.00
(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: 08/19/26		08/25/26	11111--	5			\$255.00	1.00							
N 20	WTMJ	08/19/26	08/21/26	Packers Pre-Season - L NFL PRESEASON PACKERS	CM	8:00 PM-11:00 PM	----1--	:30	1	\$9,000.00	P-3	8.50	NM	1	\$9,000.00
(Program: NFL PRESEASON PACKERS) 3Q26 EST (sell) - MILWAUKEE - PRESEASON PACKERS GAMES 2025															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 08/17/26		08/23/26	----1--	1			\$9,000.00	8.50							
N 21	WTMJ	08/19/26	08/23/26	MLB Su Game MLB SF AT BOS	CM	2:00 PM-5:00 PM	-----1	:30	1	\$1,050.00	P-3	1.50	NM	1	\$1,050.00
(Program: MLB SF AT BOS) 3Q26 EST (sell) - MILWAUKEE - REGULAR MLB SEASON FOX WITI 2025															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 08/17/26		08/23/26	-----1	1			\$1,050.00	1.50							
													Totals	53	\$41,010.00