

ORDER



Orders

Order / Rev:

482446

Alt Order #:

20129740

Product Desc:

Issue/Opportunity Wisconsin

Estimate:

16995

Flight Dates:

04/07/26 - 04/13/26

Original Date / Rev:

04/06/26 / 04/06/26

Order Type:

GENERAL

WDJT-TV CBS58

Primary AE:

Nick Welte

Sales Office:

HPHIL

Sales Region:

NAT

Agency

Name:

Targeted Platform Media LLC

Buying Contact:

Danny Neckel

Billing Contact:

A/P Targeted Platform

1291 Hollywood Av.

Annapolis, MD 21403

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Issue/Opportunity Wisconsin

Demographic:

A35+

Product Codes:

PL Issue

Revenue Code 1:

AGY

Revenue Code 2:

POL

Revenue Code 3:

ISS

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
03/30/26	04/13/26	15	\$23,350.00	\$19,847.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
April 2026	15	\$23,350.00	\$19,847.50	0.00
Totals	15	\$23,350.00	\$19,847.50	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	14%	\$23,350.00
Market	100%	\$166,785.71

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	26%	\$43,364.29
WITI	23%	\$38,360.71
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	33%	\$55,039.29
WVTV	4%	\$6,671.43
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	04/13/26	04/13/26	M-F 5pm News	CM	5p-530p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
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:		04/07/26	04/13/26	M-----			1			\$650.00		0.00			

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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
N 2	WDJT	04/08/26	04/08/26	Jeopardy 6p-630p Jeopardy / M-F	CM	6p-630p	--W----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/07/26	04/13/26	--W----	1		\$3,500.00		0.00						
N 3	WDJT	04/10/26	04/10/26	Jeopardy 6p-630p Jeopardy / M-F	CM	6p-630p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/07/26	04/13/26	----F--	1		\$3,500.00		0.00						
N 4	WDJT	04/07/26	04/07/26	Wheel of Fortune 630p-7p Wheel of Fortune / M-F	CM	630pm-7pm	-T-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
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:		04/07/26	04/13/26	-T-----	1		\$4,000.00		0.00						
N 5	WDJT	04/09/26	04/09/26	Wheel of Fortune 630p-7p Wheel of Fortune / M-F	CM	630pm-7pm	---T---	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
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:		04/07/26	04/13/26	---T---	1		\$4,000.00		0.00						
N 6	WDJT	04/07/26	04/07/26	M-F Late News M-F Late News	CM	10p-1035p	-T-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
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:		04/07/26	04/13/26	-T-----	1		\$1,000.00		0.00						
N 7	WDJT	04/08/26	04/08/26	M-F Late News M-F Late News	CM	10p-1035p	--W----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
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:		04/07/26	04/13/26	--W----	1		\$1,000.00		0.00						
N 8	WDJT	04/11/26	04/11/26	CBS This Morning - SAT CBS This Morning-SAT	CM	7am-9am	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
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:		04/07/26	04/13/26	-----S-	1		\$500.00		0.00						
N 10	WDJT	04/11/26	04/11/26	Sat Late News Sat Late News	CM	10pm-11pm	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
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:		04/07/26	04/13/26	-----S-	1		\$600.00		0.00						
N 11	WDJT	04/12/26	04/12/26	Weekend AM Local News CBS 58 AM News - Weekend	CM	6am-7am	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
CBS 58 MORNING NEWS AT 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/07/26	04/13/26	-----S	1		\$300.00		0.00						
N 12	WDJT	04/12/26	04/12/26	CBS58 Sun Morning 7a-8a CBS58 Sun Morning 7a-8a	CM	7a-8a	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
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:		04/07/26	04/13/26	-----S	1		\$600.00		0.00						
N 13	WDJT	04/12/26	04/12/26	CBS Sunday Morn 758a-9a CBS Sunday Morning	CM	8a-930a	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
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:		04/07/26	04/13/26	-----S	1		\$2,000.00		0.00						
N 15	WDJT	04/12/26	04/12/26	Sun Late News Sun Late News	CM	10pm-11pm	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
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:		04/07/26	04/13/26	-----S	1		\$600.00		0.00						
N 16	WDJT	04/09/26	04/09/26		CM	12p-1p	---T---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News at Noon 60															
Noon News ONE HOUR 12p-1p															
Noon News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		04/07/26	04/13/26	---T---			1		\$500.00		0.00				
N17	WDJT	04/12/26	04/12/26	Face the Nation	CM	930a-1030a	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
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:		04/07/26	04/13/26	-----S			1		\$600.00		0.00				
													Totals	15	\$23,350.00