

Order / Rev: 1538457
Alt Order #: WOC15806280
Flight Dates: 07/22/26 - 07/28/26

Advertiser: Brennan/Democrat/Governor
Product Desc: Political
Estimate: 2170

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: 07/20/26		07/20/26	07/26/26	-----1			1		\$210.00	0.00					
N 5	WTMJ	07/22/26	07/28/26	M-F 5-530pm News TMJ4 NEWS AT 5PM	CM	5:00 PM-5:30 PM	11111--	:30	5	\$720.00	P-3	0.00	NM	5	\$3,600.00
(Program: TMJ4 NEWS AT 5PM) 3Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL Jul/2025 Mo-Fr 5:00p-5:30p 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: 07/22/26		07/22/26	07/28/26	11111--			5		\$720.00	0.00					
N 6	WTMJ	07/22/26	07/28/26	M-F 6-630pm News TMJ4 NEWS AT 6PM	CM	6:00 PM-6:30 PM	11111--	:30	5	\$750.00	P-3	0.00	NM	5	\$3,750.00
(Program: TMJ4 NEWS AT 6PM) 3Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL Jul/2025 Mo-Fr 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: 07/22/26		07/22/26	07/28/26	11111--			5		\$750.00	0.00					
N 7	WTMJ	07/22/26	07/25/26	Sa 5-530pm News TMJ4 NEWS AT 5PM SAT	CM	5:00 PM-5:30 PM	-----1-	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
(Program: TMJ4 NEWS AT 5PM SAT) 3Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL Jul/2025 Sat 5:00p-5:30p 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: 07/20/26		07/20/26	07/26/26	-----1-			1		\$100.00	0.00					
N 8	WTMJ	07/22/26	07/26/26	Su 5-530pm News TMJ4 NEWS AT 5PM SUN	CM	5:00 PM-5:30 PM	-----1	:30	1	\$175.00	P-6	0.00	NM	1	\$175.00
(Program: TMJ4 NEWS AT 5PM SUN) 3Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL Jul/2025 Sun 5:00p-5:30p 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: 07/20/26		07/20/26	07/26/26	-----1			1		\$175.00	0.00					
N 9	WTMJ	07/22/26	07/28/26	Milwaukee Tonight MILWAUKEE TONIGHT	CM	6:30 PM-7:00 PM	11111--	:30	5	\$100.00	P-6	0.00	NM	5	\$500.00
(Program: MILWAUKEE TONIGHT) 3Q26 COMSCORE (sell) - MILWAUKEE - ESTIMATE IS BASED ON PAV of Milwaukee Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 07/22/26		07/22/26	07/28/26	11111--			5		\$100.00	0.00					
N 10	WTMJ	07/22/26	07/28/26	M-F 10-1035pm News TMJ4 NEWS AT 10PM	CM	10:00 PM-10:35 PM	11111--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00
(Program: TMJ4 NEWS AT 10PM) 3Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL Jul/2025 Mo-Fr 10:00p-10:35p 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: 07/22/26		07/22/26	07/28/26	11111--			5		\$200.00	0.00					
N 11	WTMJ	07/22/26	07/25/26	SA 10-1030pm News TMJ4 NEWS AT 10PM SAT	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
(Program: TMJ4 NEWS AT 10PM SAT) 3Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL Jul/2025 Sat 10:00p-10:30p 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: 07/20/26		07/20/26	07/26/26	-----1-			1		\$200.00	0.00					
N 12	WTMJ	07/22/26	07/26/26	SU 10-1035pm News TMJ4 NEWS AT 10PM SUN	CM	10:00 PM-10:37 PM	-----1	:30	1	\$220.00	P-6	0.00	NM	1	\$220.00
(Program: TMJ4 NEWS AT 10PM SUN) 3Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL Jul/2025 Sun 10:00p-10:37p 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: 07/20/26		07/20/26	07/26/26	-----1			1		\$220.00	0.00					
													Totals	41	\$11,405.00