

ORDER



Orders
Order / Rev: 1550255
Alt Order #: WOC15846414
Product Desc: TV
Estimate: 3609
Flight Dates: 09/02/26 - 09/15/26
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: Medium Buying LLC - Political
Buying Contact:
Billing Contact: Megan Bermudez
815 Grandview Ave STE 600
Columbus, OH 43215

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: WIRACC/Donovan
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: 282844
Agency External ID: 114639
Unit Code: General
Order Separation: 00:05:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/31/26	09/15/26	74	\$54,330.00	\$46,180.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2026	74	\$54,330.00	\$46,180.50	0.00
Totals	74	\$54,330.00	\$46,180.50	0.00

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	09/15/26	M-F 6-7am News TMJ4 NEWS TODAY 6AM (Program: TMJ4 NEWS TODAY 6AM) 4Q26 COMSCORE (sell) - MILWAUKEE	CM	6:00 AM-7:00 AM	MTWTF--	:30	5	\$705.00	P-3	0.00	NM	10	\$7,050.00
		<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	MTWTF--	5		\$705.00		0.00						
Week:		09/09/26	09/15/26	MTWTF--	5		\$705.00		0.00						
N 2	WTMJ	09/02/26	09/15/26	M-F 7-9am Today Show TODAY SHOW (Program: TODAY SHOW) 4Q26 COMSCORE (sell) - MILWAUKEE	CM	7:00 AM-9:00 AM	MTWTF--	:30	5	\$600.00	P-3	0.00	NM	10	\$6,000.00
		<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	MTWTF--	5		\$600.00		0.00						
Week:		09/09/26	09/15/26	MTWTF--	5		\$600.00		0.00						
N 3	WTMJ	09/02/26	09/15/26	M-F 12-1pm News LIVE AT 12-1P NEWS (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	CM	12:00 PM-1:00 PM	MTWTF--	:30	5	\$240.00	P-3	0.00	NM	10	\$2,400.00
		<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	MTWTF--	5		\$240.00		0.00						
Week:		09/09/26	09/15/26	MTWTF--	5		\$240.00		0.00						

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 Product Desc: TV
 Estimate: 3609

TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 4	WTMJ	09/02/26	09/15/26	M-F 1-2pm NBC NEWS DAILY (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,	CM	1:00 PM-2:00 PM	MTWTF--	:30	3	\$330.00	P-3	0.00	NM	6	\$1,980.00	
		<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	09/02/26	09/08/26	MTWTF--		3			\$330.00			0.00				
	Week: 09/09/26	09/09/26	09/15/26	MTWTF--		3			\$330.00			0.00				
N 5	WTMJ	09/02/26	09/15/26	M-F 5-530pm News TMJ4 NEWS AT 5PM (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,	CM	5:00 PM-5:30 PM	MTWTF--	:30	5	\$1,170.00	P-3	0.00	NM	10	\$11,700.00	
		<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	09/02/26	09/08/26	MTWTF--		5			\$1,170.00			0.00				
	Week: 09/09/26	09/09/26	09/15/26	MTWTF--		5			\$1,170.00			0.00				
N 6	WTMJ	09/02/26	09/15/26	M-F NBC Nightly News NBC NITELY NWS (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	CM	5:30 PM-6:00 PM	MTWTF--	:30	5	\$1,650.00	P-3	0.00	NM	10	\$16,500.00	
		<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	09/02/26	09/08/26	MTWTF--		5			\$1,650.00			0.00				
	Week: 09/09/26	09/09/26	09/15/26	MTWTF--		5			\$1,650.00			0.00				
N 7	WTMJ	09/02/26	09/15/26	M-F 10-1035pm News TMJ4 NEWS AT 10PM (Program: TMJ4 NEWS AT 10PM) 4Q26 COMSCORE (sell) - MILWAUKEE	CM	10:00 PM-10:35 PM	MTWTF--	:30	5	\$540.00	P-3	0.00	NM	10	\$5,400.00	
		<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	09/02/26	09/08/26	MTWTF--		5			\$540.00			0.00				
	Week: 09/09/26	09/09/26	09/15/26	MTWTF--		5			\$540.00			0.00				
N 8	WTMJ	09/02/26	09/12/26	SA 5-7am News TMJ4 NEWS TODAY SAT (Program: TMJ4 NEWS TODAY SAT) 4Q26 COMSCORE (sell) - MILWAUKEE	CM	5:00 AM-7:00 AM	-----S-	:30	1	\$165.00	P-3	0.00	NM	2	\$330.00	
		<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	09/02/26	09/08/26	-----S-		1			\$165.00			0.00				
	Week: 09/09/26	09/09/26	09/15/26	-----S-		1			\$165.00			0.00				
N 9	WTMJ	09/02/26	09/12/26	Sa 6-630pm News TMJ4 NEWS AT 6PM SAT (Program: TMJ4 NEWS AT 6PM SAT) 4Q26 COMSCORE (sell) - MILWAUKEE - ACTUAL Nov/2025 Sat 6:00p-6:30p TIME PERIOD ON WTMJ	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$330.00	P-3	0.00	NM	2	\$660.00	
		<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	09/02/26	09/08/26	-----S-		1			\$330.00			0.00				
	Week: 09/09/26	09/09/26	09/15/26	-----S-		1			\$330.00			0.00				
N 10	WTMJ	09/02/26	09/13/26	Sunday Today Show SUN TODAY-NBC (Program: SUN TODAY-NBC) 4Q26 COMSCORE (sell) - MILWAUKEE	CM	7:00 AM-8:00 AM	-----S	:30	1	\$585.00	P-3	0.00	NM	2	\$1,170.00	
		<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	09/02/26	09/08/26	-----S		1			\$585.00			0.00				
	Week: 09/09/26	09/09/26	09/15/26	-----S		1			\$585.00			0.00				
N 11	WTMJ	09/02/26	09/13/26	Su 5-530pm News 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	CM	5:00 PM-5:30 PM	-----S	:30	1	\$570.00	P-3	0.00	NM	2	\$1,140.00	
		<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	09/02/26	09/08/26	-----S		1			\$570.00			0.00				
	Week: 09/09/26	09/09/26	09/15/26	-----S		1			\$570.00			0.00				
														Totals	74	\$54,330.00