

Flowchart Detail - Too Extreme for Idaho 4Q26 Political Scatter - CW
Too Extreme for Idaho

Agency: WW Advocacy & Media

Account Exec: Matt Pares

Deal #: 63554v1

Billing Address: 2 Wisconsin Circle
Chevy Chase,MD 20815

Buyer:

Order Date: 9/29/2026

Rating Stream: BD LSD

Equivalized: Yes

Show as Equiv: Yes

Primary Demo: A18+ LGY BD LSD



Various Flights: 09/28/26 - 12/27/26

Q4 2026 - Various																							A18+ LGY BD LSD* (000)
Quarter	Daypart	Category	Selling Name Display Times	Len	Rate	Brand	Weekdays	9/28	10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21	Units	EQ Units	Dollars
Sports																							
Q4 2026	Sports	Football	PAC 12 Football Sat 12n-2a	:30	\$8,800	Various	----FSa--			3		2									5	5	499
Sports Total										3		2									5	5	499
Q4 2026 - Various Total										3		2									5	5	499

Flowchart Summary - Too Extreme for Idaho 4Q26 Political Scatter - CW Too Extreme for Idaho

Agency: WW Advocacy & Media

Account Exec: Matt Pares

Deal #: 63554v1

Billing Address: 2 Wisconsin Circle
Chevy Chase, MD 20815

Buyer:

Order Date: 9/29/2026

Rating Stream: BD LSD

Equivalized: Yes

Show as Equiv: Yes

Primary Demo: A18+ LGY BD LSD



Various Flights: 09/28/26 - 12/27/26

	Q4 2026 Various													
	9/28	10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21	Total
:30 Units	0	3	0	0	2	0	0	0	0	0	0	0	0	5
Units %	0.0 %	60.0 %	0.0 %	0.0 %	40.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Units % in Wk.	0.0 %	100.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Dollars	\$0		\$0	\$0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
A18+ LGY BD LSD* (000)	0	1,497	0	0	998	0	0	0	0	0	0	0	0	2,495
A18+ LGY BD LSD* (000) %	0.0 %	60.0 %	0.0 %	0.0 %	40.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
A18+ LGY BD LSD* (000) % in Wk.	0.0 %	100.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
A18+ LGY BD LSD* GRP % in Wk.	0.0 %	100.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
A18+ LGY BD LSD* CPM	\$0.00		\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Total Units Equivalized	0	3	0	0	2	0	0	0	0	0	0	0	0	5
Units %	0.0 %	60.0 %	0.0 %	0.0 %	40.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Units % in Wk.	0.0 %	100.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
Dollars	\$0		\$0	\$0		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
A18+ LGY BD LSD* (000)	0	1,497	0	0	998	0	0	0	0	0	0	0	0	2,495
A18+ LGY BD LSD* (000) %	0.0 %	60.0 %	0.0 %	0.0 %	40.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
A18+ LGY BD LSD* (000) % in Wk.	0.0 %	100.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
A18+ LGY BD LSD* GRP % in Wk.	0.0 %	100.0 %	0.0 %	0.0 %	100.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0 %
A18+ LGY BD LSD* CPM	\$0.00		\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	