

# ORDER



**Orders**  
**Order / Rev:** 4462106  
**Alt Order #:** 28399273  
**Product Desc:** General  
**Estimate:** 13272  
**Flight Dates:** 07/16/24 - 07/22/24  
**Original Date / Rev:** 05/09/24 / 05/09/24  
**Order Type:** REG

**Dayton WBDT**  
**Primary AE:** Katz Political  
**Sales Office:** K-POL  
**Sales Region:** Nat

**Agency Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 3050 K Street, NW  
 Washington, DC 20007

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

**Advertiser Name:** POL/Duty and Honor PAC  
**Demographic:** A35+  
**Product Codes:** PL6  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS  
**Priority:** P2

**Order Brand:**  
**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:** IN14921  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/01/24	07/28/24	14	\$5,640.00	\$4,794.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2024	14	\$5,640.00	\$4,794.00	0.00
<b>Totals</b>	<b>14</b>	<b>\$5,640.00</b>	<b>\$4,794.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Political			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
Dayton WBDT	3%	\$5,640.00
Market	100%	\$188,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
LMVC	0%	\$0.00
UNKWN	72%	\$135,360.00
WDTN	25%	\$47,000.00
WHIO	0%	\$0.00
WKEF	0%	\$0.00
WKOI	0%	\$0.00
WPTD	0%	\$0.00
WRGT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WBDT	07/16/24	07/22/24	WBDT 2 News Sunrise WBDT 2 News Sunrise	CM	WBDT 2 News Sur (7:00 AM-7:30 AM)	MTWTF--	:30	2	\$330.00	P2	0.00	NM	2	\$660.00
2 News Today on Dayton's CW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/16/24	07/22/24	MTWTF--			2		\$330.00		0.00				
N 2	WBDT	07/16/24	07/22/24	M-F 730a-8a M-F 730a-8a	CM	M-F 730a-8a	MTWTF--	:30	2	\$330.00	P2	0.00	NM	2	\$660.00

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Advertiser: POL/Duty and Honor PAC  
 Product Desc: General  
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Dayton WBDT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2 News Today on Dayton's CW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/16/24	07/22/24	MTWTF--			2			\$330.00			0.00		
N 3	WBDT	07/16/24	07/22/24	M-F 8a-830a M-F 8a-830a	CM	M-F 8a-830a	MTWTF--	:30	2	\$330.00	P2	0.00	NM	2	\$660.00
2 News Today on Dayton's CW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/16/24	07/22/24	MTWTF--			2			\$330.00			0.00		
N 4	WBDT	07/16/24	07/22/24	M-F 830a-9a M-F 830a-9a	CM	M-F 830a-9a	MTWTF--	:30	2	\$330.00	P2	0.00	NM	2	\$660.00
2 News Today on Dayton's CW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/16/24	07/22/24	MTWTF--			2			\$330.00			0.00		
N 5	WBDT	07/16/24	07/22/24	LN M-F 10p-1030p LN M-F 10p-1030p	CM	LN M-F 10p-1030p (10:00 PM-10:30 PM)	MTWTF--	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
2News @10P On Dayton's CW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/16/24	07/22/24	MTWTF--			2			\$500.00			0.00		
N 6	WBDT	07/16/24	07/22/24	LN M-F LN M-F 10p-11p	CM	LN M-F 10p-11p (10:00 PM-11:00 PM)	MTWTF--	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
2News @10P On Dayton's CW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/16/24	07/22/24	MTWTF--			2			\$500.00			0.00		
N 7	WBDT	07/21/24	07/21/24	LN Su Su Late News 10p-1030p	CM	Su Late News 10p-1030p (10:00 PM-10:30 PM)	-----S	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
2News @10P On Dayton's CW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/15/24	07/21/24	-----S			2			\$500.00			0.00		
													Totals	14	\$5,640.00