

ORDER

**WMLW-TV**

Orders

Order / Rev: 453604

Alt Order #: 10749191

Product Desc: FF PAC SKED A

Estimate: 12947

Flight Dates: 10/29/24 - 11/04/24

Original Date / Rev: 02/06/24 / 02/06/24

Order Type: GENERAL

Primary AE: Nick Welte

Sales Office: HPHIL

Sales Region: NAT

Agency

Name: Waterfront Strategies

Buying Contact:

Billing Contact: Nicole Meade

3050 K Street NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Issue/FF PAC

Demographic: A35+

Product Codes: PL Issue

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: ISS

Priority: P-3

New Business Thru:

Advertiser External ID:

Agency External ID:

Unit Code: General

Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/28/24	11/04/24	72	\$18,400.00	\$15,640.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2024	72	\$18,400.00	\$15,640.00	0.00
Totals	72	\$18,400.00	\$15,640.00	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

Order Share	Share	Total
WMLW-TV	1%	\$18,400.00
Market	100%	\$1,840,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$18,400.00
WCGV	0%	\$0.00
WDJT	21%	\$386,400.00
WISN	28%	\$515,200.00
WITI	34%	\$625,600.00
WPXE	0%	\$0.00
WTMJ	15%	\$276,000.00
WVTV	0%	\$0.00
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	WMLW	10/29/24	11/04/24	CBS58 Morning News @7am	CM	7am-730am	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
				CBS58 Morning News @7am		(7:00 AM-7:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/24	11/04/24	MTWTF--	5		\$100.00	0.00							
N 2	WMLW	10/29/24	11/04/24		CM	730am-8am	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$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
CBS58 Morning News @ 7am (7:30 AM-8:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--					5	\$100.00		0.00			
N 3	WMLW	11/03/24	11/03/24	Sun 10a-11a	CM	Sun 10a-11a	-----1	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
CBS58 Sunday Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/28/24	11/03/24	-----1					1	\$250.00		0.00			
N 4	WMLW	10/29/24	11/04/24	1pm-2pm	CM	1p-2p	MTWTF--	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
People's Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--					5	\$70.00		0.00			
N 5	WMLW	10/29/24	11/04/24	2pm-3pm	CM	2p-3p	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
Justice For The People with Jud															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--					5	\$100.00		0.00			
N 6	WMLW	10/29/24	11/04/24	M-F 5p-6p	CM	5pm- 530pm	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
Young Sheldon (5:00 PM-5:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--					5	\$200.00		0.00			
N 7	WMLW	10/29/24	11/04/24	M-F 5p-6p	CM	530pm- 6pm	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
Young Sheldon (5:30 PM-6:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--					5	\$200.00		0.00			
N 8	WMLW	11/02/24	11/02/24	CBS 58 Wknd News 5p-6p	CM	Sat 5p-530p	-----1-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
Sat News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/28/24	11/03/24	-----1-					1	\$200.00		0.00			
N 9	WMLW	11/03/24	11/03/24	CBS 58 Wknd News 5p-6p	CM	Sun 530p-6p	-----1	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
Sun News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/28/24	11/03/24	-----1					1	\$250.00		0.00			
N 10	WMLW	10/29/24	11/04/24	M-F 6p-630p	CM	6p-630p	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
Big Bang Theory															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--					5	\$500.00		0.00			
N 11	WMLW	10/29/24	11/04/24	M-F 630p-7p	CM	630p-7p	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
Big Bang Theory															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--					5	\$500.00		0.00			
N 12	WMLW	11/02/24	11/03/24	Sat/Sun 6p-630p	CM	6p-630p	-----SS	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
Big Bang Theory															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/28/24	11/03/24	-----SS					2	\$250.00		0.00			
N 13	WMLW	11/02/24	11/03/24	Sat/Sun 630p-7p	CM	630p-7p	-----SS	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
Big Bang															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/28/24	11/03/24	-----SS					2	\$250.00		0.00			
N 14	WMLW	10/29/24	11/04/24	M-F 9pm News	CM	9p-930P	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
M-F 9pm News - 1hr (9:00 PM-9:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--					5	\$400.00		0.00			
N 15	WMLW	10/29/24	11/04/24	M-F 9pm News	CM	930p-10P	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
M-F 9pm News - 1hr (9:30 PM-10:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--					5	\$400.00		0.00			
N 16	WMLW	11/02/24	11/02/24	Sat-Sun 9pm News	CM	9p-930P	-----1-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
Sat-Sun 9pm News - 1hr (9:00 PM-9:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/28/24		10/28/24	11/03/24	-----1-		1				\$300.00		0.00			
N 17	WMLW	11/02/24	11/02/24	Sat-Sun 9pm News	CM	930p-10P	-----1-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				Sat-Sun 9pm News - 1hr	(9:30 PM-10:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/28/24		10/28/24	11/03/24	-----1-		1				\$300.00		0.00			
N 18	WMLW	11/03/24	11/03/24	Sat-Sun 9pm News	CM	9p-930P	-----1	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				Sat-Sun 9pm News - 1hr	(9:00 PM-9:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/28/24		10/28/24	11/03/24	-----1		1				\$300.00		0.00			
N 19	WMLW	11/03/24	11/03/24	Sat-Sun 9pm News	CM	930p-10P	-----1	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				Sat-Sun 9pm News - 1hr	(9:30 PM-10:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/28/24		10/28/24	11/03/24	-----1		1				\$300.00		0.00			
N 20	WMLW	10/29/24	11/04/24	M-F 10-10:30pm	CM	10-10:30pm	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
				American Housewife											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/24		10/29/24	11/04/24	MTWTF--		5				\$150.00		0.00			
N 21	WMLW	10/29/24	11/04/24	M-F 7p-8p	CM	7p-8p	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
				Dateline / 7p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/24		10/29/24	11/04/24	MTWTF--		5				\$350.00		0.00			
N 22	WMLW	11/03/24	11/03/24	Sun 7p-8p	CM	7p-8p	-----1	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				The Good Doctor											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/28/24		10/28/24	11/03/24	-----1		1				\$150.00		0.00			
													Totals	72	\$18,400.00