Print Date 02/06/24 11:29:28 Page 1 of 3

ORDER

Orders	Order / R Alt Order	•	4536							P				
	Product D	esc:	FF P/	AC SKED A										
	Estimate:	•	1294							WMLW-TV				
	Flight Date	•)/24 - 11/04/24			Primary A	F:		Nick Welte				
	Original D	•		6/24 / 02/06/24			Sales Offi			HPHIL				
	Order Typ			ERAL			Sales Chi			NAT				
	Order Typ		GEIN				Sales Reg	JION.						
Agency	Name:		Wate	rfront Strategies	5									
	Buying Co	ontact:					Billing Typ	be:		Cash				
	Billing Co	ntact:	Nicol	e Meade			Billing Ca	lenda	r:	Broadcast				
			3050	K Street NW			Billing Cyc	cle:		EOM/EOC				
			Wash	ington, DC 2000	7		Agency C	ommi	ission:	15%				
Advertiser	Name:		Issue	e/FF PAC										
	Demograp	•	A35+				New Busi	ness	Thru:					
	Product C		PL Is				Advertise							
	Revenue		AGY	540										
	Revenue	•	POL				Agency External ID: Unit Code:			General				
	Revenue	•					- Order Separation:			00:15:00				
	Priority:	•	ISS P-3				Older Set	Jarali	UII.	00.15.00				
Bill Plan						Tota								
	End Date	# Spots G	Gross	Amount Net A	mount	Mon			# Spots	Gross Amo	ount	Net	Amount	Rating
10/28/24	11/04/24	72	\$	18,400.00	\$15,640.00	Nove	ember 2024		72	\$18,40	00.00	\$	515,640.00	0.00
						Tota	ls		72	\$18,40	00.00	\$	640.00	0.00
Account Execut		Sales Office		Sales Region	Start Date /	End Da	ato		Order %	٦				
Nick Welte		Sales Office		Sales Region	Start Of Ord					,				
NICK Weile					Start Of Ord	er - End			100%	0				
Order Share		Sha	are	Total										
WMLW-TV			1%	\$18,400.00										
Market		10	00%	\$1,840,000.00										
Competitive S	hare	Sha		Total]									
CABLE			0%	\$0.00										
WBME			1%	\$18,400.00										
WCGV		,	0%	\$0.00										
WDJT WISN			21% 28%	\$386,400.00 \$515,200.00										
WITI			20% 34%	\$515,200.00 \$625,600.00										
WPXE		· · · ·	0%	\$023,000.00 \$0.00										
WTMJ			15%	\$276,000.00										
WVTV			0%	\$0.00										
WYTU			0%	\$0.00										
			~	ada D	. 04-14/5	T :	Dec		Quest	Det. D		F	Ore esta	A
Ln Ch N 1 WMLW 1	Start End		-		Start/End 7am-730ar		Days MTWTF	Len :30	Spots	Rate Pri \$100.00 P-3		NM	Spots 5	Amount \$500.00
		CBS58	Morn	ning News @7am	(7:00 AM-7	:30 AM)	.30	5	φτου.ου Ρ-3	0.00	INIVÍ	Э	φ ουυ.υυ
Start Week: 10/29			days F-	Spots/Weel	<u>Rate</u> 5 \$100.00	Rat	<u>ing</u>).00							
N 2 WMLW 1				CM	730am-8ar		MTWTF	:30	0 5	\$100.00 P-3	0.00) NM	5	\$500.00
	5/20/24 11/0	·/ L -T		Civi	i Soam-odi			.00		φ100.001-0	0.00		0	ψυυυ.υυ

Print Date: 02/06/24 11:29:28 Page 2 of 3

Order / Rev:	453604	Advertiser:	Issue/FF PAC	
Alt Order #:	10749191	Product Desc:	FF PAC SKED A	WMLW-TV
Flight Dates:	10/29/24 - 11/04/24	Estimate:	12947	

Ln Ch	Start	End	Inventory Code		Start/End T	ïme Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
			CBS58 Morning N CBS58 Morning		(7:30 AM-8:0	0 AM)						
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/24	MTWTF	5	\$100.00	0.00						
N 3 WMLW	11/03/24	4 11/03/24	Sun 10a-11a CBS58 Sunday M	CM Aorning	Sun 10a-11a	1	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
<u>Sta</u> Week: 10/	art Date /28/24	End Date 11/03/24	Weekdays	Spots/Week	<u>Rate</u> \$250.00	<u>Rating</u> 0.00						
N 4 WMLW	10/29/24	4 11/04/24	1pm-2pm People's Court	СМ	1р-2р	МГШГБ	:30	5	\$70.00 P-3	0.00 NM	5	\$350.00
<u>Sta</u> Week: 10/	art Date /29/24	End Date 11/04/24	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$70.00	Rating 0.00						
N 5 WMLW	10/29/24	4 11/04/24	2pm-3pm Justice For The F	CM People with Ju	2p-3p d	MTWTF	:30	5	\$100.00 P-3	0.00 NM	5	\$500.00
<u>Sta</u> Week: 10/	art Date (29/24	End Date 11/04/24	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$100.00	<u>Rating</u> 0.00						
N 6 WMLW				CM	5pm- 530pm (5:00 PM-5:3	MTWTF	:30	5	\$200.00 P-3	0.00 NM	5	\$1,000.00
<u>Sta</u> Week: 10/	art Date /29/24	End Date 11/04/24	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$200.00	Rating 0.00						
N 7 WMLW			M-F 5p-6p Young Sheldon	СМ	530pm- 6pm (5:30 PM-6:0	MTWTF	:30	5	\$200.00 P-3	0.00 NM	5	\$1,000.00
<u>Sta</u> Week: 10/	art Date /29/24	End Date 11/04/24	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$200.00	Rating 0.00						
N 8 WMLW			CBS 58 Wknd Ne Sat News	ews 5p/ £ M	Sat 5p-530p	1-	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
<u>Sta</u> Week: 10/	art Date /28/24	End Date 11/03/24	Weekdays	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00						
N 9 WMLW			CBS 58 Wknd Ne Sun News	ews 5p/ £ M	Sun530p-6p	1	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
<u>Sta</u> Week: 10/	art Date /28/24	End Date 11/03/24	<u>Weekdays</u>	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
N10 WMLW	10/29/24	4 11/04/24	M-F 6p-630p Big Bang Theory	СМ	6p-630p	МГШГБ	:30	5	\$500.00 P-3	0.00 NM	5	\$2,500.00
<u>Sta</u> Week: 10/	art Date /29/24	End Date 11/04/24	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$500.00	<u>Rating</u> 0.00						
N11 WMLW	10/29/24	4 11/04/24	M-F 630p-7p Big Bang Theory	СМ	630p-7p	МГWГF	:30	5	\$500.00 P-3	0.00 NM	5	\$2,500.00
<u>Sta</u> Week: 10/		End Date 11/04/24	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$500.00	<u>Rating</u> 0.00						
N12 WMLW	11/02/24	4 11/03/24	Sat/Sun 6p-630p Big Bang Theory	СМ	6р-630р	SS	:30	2	\$250.00 P-3	0.00 NM	2	\$500.00
<u>Sta</u> Week: 10/	art Date /28/24	End Date 11/03/24	Weekdays	Spots/Week 2	<u>Rate</u> \$250.00	<u>Rating</u> 0.00						
N13 WMLW	11/02/24	4 11/03/24	Sat/Sun 630p-7p Big Bang	СМ	630p-7p	SS	:30	2	\$250.00 P-3	0.00 NM	2	\$500.00
<u>Sta</u> Week: 10/	art Date /28/24	End Date 11/03/24	<u>Weekdays</u>	Spots/Week 2	<u>Rate</u> \$250.00	<u>Rating</u> 0.00						
N14 WMLW	10/29/24	4 11/04/24	M-F 9pm News M-F 9pm News -	CM 1hr	9p-930P (9:00 PM-9:3	MTWTF 0 PM)	:30	5	\$400.00 P-3	0.00 NM	5	\$2,000.00
<u>Sta</u> Week: 10/	art Date /29/24	End Date 11/04/24	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$400.00	<u>Rating</u> 0.00						
N15 WMLW	10/29/24	4 11/04/24	M-F 9pm News M-F 9pm News -	CM 1hr	930p-10P (9:30 PM-10:	MTWTF 00 PM)	:30	5	\$400.00 P-3	0.00 NM	5	\$2,000.00
Sta Week: 10/	art Date /29/24	End Date 11/04/24	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$400.00	<u>Rating</u> 0.00						
N16 WMLW	11/02/24	4 11/02/24	Sat-Sun 9pm Nev Sat-Sun 9pm Nev		9p-930P (9:00 PM-9:3	1- 0 PM)	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
<u>Sta</u>	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					I	

Print Date: 02/06/24 11:29:28 Page 3 of 3

Order / Rev:	453604	Advertiser:	Issue/FF PAC	
Alt Order #:	10749191	Product Desc:	FF PAC SKED A	WMLW-TV
Flight Dates:	10/29/24 - 11/04/24	Estimate:	12947	

Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	īme Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
10/-		t Date	End Date	<u>Weekdays</u> 1-	Spots/Week	Rate	Rating						
	ek: 10/2		11/03/24		1	\$300.00	0.00		4	\$000 00 D 0	0.00 1114		\$ 000.00
N17 V	VIVILVV	11/02/2	4 11/02/24	Sat-Sun 9pm Nev Sat-Sun 9pm Nev		930p-10P (9:30 PM-10	1-	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
	Ctor	t Data	End Data	•		`	,						
\M/c	ek: 10/2	t Date	End Date 11/03/24	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
			4 11/03/24	Sat-Sun 9pm Nev	/s CM	9p-930P	1	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
		11/03/2	4 11/03/24	Sat-Sun 9pm Nev		(9:00 PM-9:3	=	.50		φ300.001 -3	0.00 110		φ300.00
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/2		11/03/24	1	<u>opolo, Week</u> 1	\$300.00	0.00						
N 19 V	VMI W	11/03/2	4 11/03/24	Sat-Sun 9pm Nev	/s CM	930p-10P	1	:30	1	\$300.00 P-3	0.00 NM	1	\$300.00
				Sat-Sun 9pm Nev		(9:30 PM-10	:00 PM)		•	<i>QCCC100</i> · 0	0.00		<i>Q</i> QQQQQQQQQQQQQ
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/2		11/03/24	1	1	\$300.00	0.00						
N 20 V	WMLW	10/29/2	4 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 House	vife								
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/2	9/24	11/04/24	MTWTF	5	\$150.00	0.00						
N21 \	WMLW	10/29/2	4 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									
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/2	9/24	11/04/24	MTWTF	5	\$350.00	0.00						
N 22 V	WMLW	11/03/2	4 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									
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/2	28/24	11/03/24	1	1	\$150.00	0.00						
											Totals	72	\$18,400.00

Totals 72 \$18,400.00