ORDER

Order / Rev:	455183		2
Alt Order #:	10756251		
Product Desc:	WINSENATE		
Estimate:	12908		WMLW-TV
Flight Dates:	10/22/24 - 10/28/24	Primary AE:	Nick Welte
Original Date / Rev:	03/13/24 / 03/13/24	Sales Office:	HPHIL
Order Type:	GENERAL	Sales Region:	NAT
	w		
	Waterfront Strategies		
Buying Contact:		Billing Type:	Cash
Billing Contact:	Nicole Meade	Billing Calendar:	Broadcast
	3050 K Street NW	Billing Cycle:	EOM/EOC
	Washington, DC 20007	Agency Commission:	15%
Name:	Issue/Win Senate		
Demographic:	A35+	New Business End:	
Product Codes:	PL Issue	Advertiser External ID:	
Revenue Code 1:	AGY	Agency External ID:	
Revenue Code 2:	POL	Unit Code:	General
Revenue Code 3:	ISS	Order Separation:	00:30:00
Priority:	P-2		
	Alt Order #: Product Desc: Estimate: Flight Dates: Original Date / Rev: Order Type: Name: Buying Contact: Billing Contact: Name: Demographic: Product Codes: Revenue Code 1: Revenue Code 2: Revenue Code 3:	Alt Order #: 10756251 Product Desc: WINSENATE Estimate: 12908 Flight Dates: 10/22/24 - 10/28/24 Original Date / Rev: 03/13/24 / 03/13/24 Order Type: GENERAL Name: Waterfront Strategies Buying Contact: Nicole Meade 3050 K Street NW Washington, DC 20007 Name: Issue/Win Senate Demographic: A35+ Product Codes: PL Issue Revenue Code 1: AGY Revenue Code 3: ISS	Alt Order #: 10756251 Product Desc: WINSENATE Estimate: 12908 Flight Dates: 10/22/24 - 10/28/24 Primary AE: Original Date / Rev: 03/13/24 / 03/13/24 Sales Office: Order Type: GENERAL Sales Region: Name: Waterfront Strategies Buying Contact: Billing Type: Billing Contact: Billing Calendar: Billing Contact: Billing Cycle: Washington, DC 20007 Agency Commission: Name: Issue/Win Senate Demographic: A35+ New Business End: Product Codes: PL Issue Advertiser External ID: Revenue Code 1: AGY Agency External ID: Revenue Code 2: POL Unit Code: Revenue Code 3: ISS Order Separation:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
09/30/24	10/27/24	45	\$10,675.00	\$9,073.75		
10/28/24	10/28/24	8	\$1,900.00	\$1,615.00		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	45	\$10,675.00	\$9,073.75	0.00
November 2024	8	\$1,900.00	\$1,615.00	0.00
Totals	53	\$12,575.00	\$10,688.75	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	Share	Total
WMLW-TV	1%	\$12,575.00
Market	100%	\$1,257,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WDJT	19%	\$238,925.00
WISN	30%	\$377,250.00
WITI	36%	\$452,700.00
WPXE	0%	\$0.00
WTMJ	14%	\$176,050.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

L	n (Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
Ν	1 W	VMLW	10/22/24	10/28/24	11am-12pm	CM	11a-12p	MTWTF	:30	5	\$60.00 P-2	0.00 NM	5	\$300.00
We the People/We the People														
	Wee	<u>Star</u> ek: 10/2		End Date 10/28/24	Weekdays Sport	ots/Week 5	<u>Rate</u> \$60.00	Rating 0.00						

Print Date: 03/13/24 14:45:14 Page 2 of 3

WMLW-TV

Order / Rev: 455183

Alt Order #: 10756251 Advertiser: Issue/Win Senate

Flight Dates:

Product Desc: WINSENATE

10/22/24 - 10/28/24 12908 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
N 2 WMLW	10/22/2	4 10/28/24	12pm-1pm	CM	12p-1p	МГЖГБ	:30	5	\$70.00 P-2	0.00 NM	5	\$350.00
Star	rt Date	End Date	Judge Mathis Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	22/24	10/28/24	MTWTF	5	\$70.00	0.00						
N 3 WMLW	10/22/2	4 10/28/24	1pm-2pm People's Court	CM	1p-2p	МГЖГБ	:30	5	\$70.00 P-2	0.00 NM	5	\$350.00
Star Week: 10/2	rt Date 22/24	End Date 10/28/24	Weekdays MTWTF	Spots/Week 5	Rate \$70.00	Rating 0.00						
N 4 WMLW			2pm-3pm	CM	2p-3p	МГЖГЕ	:30	5	\$100.00 P-2	0.00 NM	5	\$500.00
_			Justice For The F									
Star Week: 10/2	rt Date 22/24	End Date 10/28/24	<u>Weekdays</u> MTWTF	Spots/Week 5	Rate \$100.00	Rating 0.00						
N 5 WMLW			Sat 11am-12n The Equalizer	СМ	11am-12n	1-	:30	1	\$60.00 P-2	0.00 NM	1	\$60.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		11/01/24	1-	CM	\$60.00 12-1p	0.00	:30	1	\$60.00 P-2	0.00 NM	1	\$60.00
-			Sat 12n-4pm Chicago P.D.		(12:00 PM-1	1:00 PM)	:30	1	\$60.00 P-2	U.UU INIVI	1	\$60.00
Week: 10/2	rt Date 26/24	End Date 11/01/24	<u>Weekdays</u> 1-	Spots/Week 1	Rate \$60.00	Rating 0.00						
N 7 WMLW	10/26/2	4 10/26/24	Sat 12n-4pm Chicago P.D.	CM	1-2p (1:00 PM-2:	1- 00 PM)	:30	1	\$60.00 P-2	0.00 NM	1	\$60.00
Star Week: 10/2	rt Date 26/24	End Date 11/01/24	<u>Weekdays</u> 1 -	Spots/Week	Rate \$60.00	Rating 0.00						
N 8 WMLW			Sat 12n-4pm	CM	2-3p	1-	:30	1	\$60.00 P-2	0.00 NM	1	\$60.00
Star	rt Date	End Date	Chicago P.D. Weekdays	Spots/Week	(2:00 PM-3: Rate	00 PM) Rating						
Week: 10/2		11/01/24	1-	1	\$60.00	0.00						
N 9 WMLW	10/26/2	4 10/26/24	Sat 12n-4pm Chicago P.D.	СМ	3-4p (3:00 PM-4:	1- 00 PM)	:30	1	\$60.00 P-2	0.00 NM	1	\$60.00
Star Week: 10/2	rt Date 26/24	End Date 11/01/24	Weekdays 1-	Spots/Week 1	Rate \$60.00	Rating 0.00						
N10 WMLW	10/26/2	4 10/26/24	Sat 4p-5p Chicago P.D.	CM	Sat 4p-5p	1-	:30	1	\$125.00 P-2	0.00 NM	1	\$125.00
Star Week: 10/2	rt Date 26/24	End Date 11/01/24	<u>Weekdays</u> 1-	Spots/Week	Rate \$125.00	Rating 0.00						
N11 WMLW	10/22/2	4 10/28/24	M-F 9pm News M-F 9pm News -	CM 1hr	9p-930P (9:00 PM-9:	MTWTF	:30	5	\$400.00 P-2	0.00 NM	5	\$2,000.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/24	MTWTF	5 CM	\$400.00	0.00 MTWTF	.20		\$400.00 D.0	0.00 NIM	5	# 0.000.00
N12 WMLW			M-F 9pm News M-F 9pm News -		930p-10P (9:30 PM-10		:30	5	\$400.00 P-2	0.00 NM	5	\$2,000.00
Star Week: 10/2	rt Date 22/24	End Date 10/28/24	<u>Weekdays</u> MTWTF	Spots/Week 5	Rate \$400.00	Rating 0.00						
N13 WMLW	10/26/2	4 10/26/24	Sat-Sun 9pm Nev Sat-Sun 9pm Nev		9p-930P (9:00 PM-9:	1- 30 PM)	:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2 N14 WMLW		11/01/24 4 10/26/24	Sat-Sun 9pm Nev	ws CM	\$500.00 930p-10P	0.00	:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
			Sat-Sun 9pm Ne	ws - 1hr	(9:30 PM-10):00 PM)	.50	'	ψ500.001 -2	0.00 INIVI	'	ψ300.00
Star Week: 10/2	rt Date 26/24	End Date 11/01/24	<u>Weekdays</u> 1-	Spots/Week 1	Rate \$500.00	Rating 0.00						
N15 WMLW	10/27/2	4 10/27/24	Sat-Sun 9pm Nev Sat-Sun 9pm Ne		9p-930P (9:00 PM-9:	1 30 PM)	:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
Star Week: 10/2	rt Date 27/24	End Date 11/02/24	Weekdays	Spots/Week 1	Rate \$500.00	Rating 0.00						
N16 WMLW			Sat-Sun 9pm Nev Sat-Sun 9pm Nev		930p-10P (9:30 PM-10	1	:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						

Print Date: 03/13/24 14:45:15 Page 3 of 3

WMLW-TV

Order / Rev: 455183

Advertiser: Issue/Win Senate

Alt Order #: 10756251

WINSENATE Product Desc:

Estimate:

Flight Dates: 10/22/24 - 10/28/24 12908

Ln Ch Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Start End Amount **End Date** Spots/Week Start Date Weekdays Rate Rating Week: 10/27/24 11/02/24 ----1 \$500.00 0.00 N17 WMLW 10/22/24 10/28/24 M-F 6p-630p СМ 6p-630p MTWTF--:30 5 \$400.00 P-2 0.00 NM 5 \$2,000.00 Big Bang Theory Weekdays_ Start Date **End Date** Spots/Week Rate Rating MTWTF--Week: 10/22/24 10/28/24 \$400.00 0.00 5 N18 WMLW 10/22/24 10/28/24 M-F 630p-7p СМ 630p-7p MTWTF--:30 5 \$400.00 P-2 0.00 NM \$2,000.00 5 Big Bang Theory Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 10/22/24 10/28/24 0.00 5 \$400.00 N19 WMLW 10/26/24 10/27/24 Sat/Sun 630p-7p СМ ----SS :30 \$250.00 P-2 0.00 NM \$500.00 630p-7p 2 Big Bang Start Date **End Date** Weekdays Spots/Week Rating Rate ----SS Week: 10/26/24 11/01/24 \$250.00 0.00 N20 WMLW 10/26/24 10/26/24 Sat 7p-8p СМ Sat 7p-8p ----1-:30 \$150.00 P-2 0.00 NM \$150.00 Modern Family/Mordern Family Weekdays Start Date **End Date** Spots/Week Rating Rate ----1-Week: 10/26/24 11/01/24 \$150.00 0.00

> Totals 53 \$12,575.00