

# ORDER



**WMLW-TV**

**Orders**

**Order / Rev:** 455183

**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

**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/Win Senate

**Demographic:** A35+

**Product Codes:** PL Issue

**Revenue Code 1:** AGY

**Revenue Code 2:** POL

**Revenue Code 3:** ISS

**Priority:** P-2

**New Business End:**

**Advertiser External ID:**

**Agency External ID:**

**Unit Code:** General

**Order Separation:** 00:30:00

**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
<b>Totals</b>	<b>53</b>	<b>\$12,575.00</b>	<b>\$10,688.75</b>	<b>0.00</b>

**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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WMLW	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															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/24	10/28/24	MTWTF--			5			\$60.00		0.00			

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WMLW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WMLW	10/22/24	10/28/24	12pm-1pm Judge Mathis	CM	12p-1p	MTWTF--	:30	5	\$70.00	P-2	0.00	NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/24	10/28/24	MTWTF--		5			\$70.00		0.00				
N 3	WMLW	10/22/24	10/28/24	1pm-2pm People's Court	CM	1p-2p	MTWTF--	:30	5	\$70.00	P-2	0.00	NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/24	10/28/24	MTWTF--		5			\$70.00		0.00				
N 4	WMLW	10/22/24	10/28/24	2pm-3pm Justice For The People with Jud	CM	2p-3p	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/24	10/28/24	MTWTF--		5			\$100.00		0.00				
N 5	WMLW	10/26/24	10/26/24	Sat 11am-12n The Equalizer	CM	11am-12n	-----1-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/26/24	11/01/24	-----1-		1			\$60.00		0.00				
N 6	WMLW	10/26/24	10/26/24	Sat 12n-4pm Chicago P.D.	CM	12-1p (12:00 PM-1:00 PM)	-----1-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/26/24	11/01/24	-----1-		1			\$60.00		0.00				
N 7	WMLW	10/26/24	10/26/24	Sat 12n-4pm Chicago P.D.	CM	1-2p (1:00 PM-2:00 PM)	-----1-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/26/24	11/01/24	-----1-		1			\$60.00		0.00				
N 8	WMLW	10/26/24	10/26/24	Sat 12n-4pm Chicago P.D.	CM	2-3p (2:00 PM-3:00 PM)	-----1-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/26/24	11/01/24	-----1-		1			\$60.00		0.00				
N 9	WMLW	10/26/24	10/26/24	Sat 12n-4pm Chicago P.D.	CM	3-4p (3:00 PM-4:00 PM)	-----1-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/26/24	11/01/24	-----1-		1			\$60.00		0.00				
N 10	WMLW	10/26/24	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/26/24	11/01/24	-----1-		1			\$125.00		0.00				
N 11	WMLW	10/22/24	10/28/24	M-F 9pm News M-F 9pm News - 1hr	CM	9p-930P (9:00 PM-9:30 PM)	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/24	10/28/24	MTWTF--		5			\$400.00		0.00				
N 12	WMLW	10/22/24	10/28/24	M-F 9pm News M-F 9pm News - 1hr	CM	930p-10P (9:30 PM-10:00 PM)	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/24	10/28/24	MTWTF--		5			\$400.00		0.00				
N 13	WMLW	10/26/24	10/26/24	Sat-Sun 9pm News Sat-Sun 9pm News - 1hr	CM	9p-930P (9:00 PM-9:30 PM)	-----1-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/26/24	11/01/24	-----1-		1			\$500.00		0.00				
N 14	WMLW	10/26/24	10/26/24	Sat-Sun 9pm News Sat-Sun 9pm News - 1hr	CM	930p-10P (9:30 PM-10:00 PM)	-----1-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/26/24	11/01/24	-----1-		1			\$500.00		0.00				
N 15	WMLW	10/27/24	10/27/24	Sat-Sun 9pm News Sat-Sun 9pm News - 1hr	CM	9p-930P (9:00 PM-9:30 PM)	-----1	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/27/24	11/02/24	-----1		1			\$500.00		0.00				
N 16	WMLW	10/27/24	10/27/24	Sat-Sun 9pm News Sat-Sun 9pm News - 1hr	CM	930p-10P (9:30 PM-10:00 PM)	-----1	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/24	11/02/24	-----1		1				\$500.00		0.00			
N 17	WMLW	10/22/24	10/28/24	M-F 6p-630p Big Bang Theory	CM	6p-630p	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--		5				\$400.00		0.00			
N 18	WMLW	10/22/24	10/28/24	M-F 630p-7p Big Bang Theory	CM	630p-7p	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--		5				\$400.00		0.00			
N 19	WMLW	10/26/24	10/27/24	Sat/Sun 630p-7p Big Bang	CM	630p-7p	-----SS	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/24	11/01/24	-----SS		2				\$250.00		0.00			
N 20	WMLW	10/26/24	10/26/24	Sat 7p-8p Modern Family/Mordern Family	CM	Sat 7p-8p	-----1-	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/24	11/01/24	-----1-		1				\$150.00		0.00			
													Totals	53	\$12,575.00