

# ORDER



**WMLW-TV**

**Orders**

**Order / Rev:** 455181

**Alt Order #:** 10756254

**Product Desc:** WINSENATE

**Estimate:** 12906

**Flight Dates:** 10/08/24 - 10/14/24

**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	10/14/24	30	\$7,125.00	\$6,056.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	30	\$7,125.00	\$6,056.25	0.00
<b>Totals</b>	<b>30</b>	<b>\$7,125.00</b>	<b>\$6,056.25</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%	\$7,125.00
Market	100%	\$712,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WDJT	19%	\$135,375.00
WISN	30%	\$213,750.00
WITI	36%	\$256,500.00
WPXE	0%	\$0.00
WTMJ	14%	\$99,750.00
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	10/08/24	10/14/24	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: 10/08/24	10/14/24	MTWTF--			5		\$70.00		0.00				
N 2	WMLW	10/08/24	10/14/24		CM	1p-2p	MTWTF--	:30	5	\$70.00	P-2	0.00	NM	5	\$350.00

Order / Rev: 455181  
Alt Order #: 10756254  
Flight Dates: 10/08/24 - 10/14/24

Advertiser: Issue/Win Senate  
Product Desc: WINSenate  
Estimate: 12906

WMLW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1pm-2pm 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:		10/08/24	10/14/24	MTWTF--		5			\$70.00		0.00				
N 3	WMLW	10/12/24	10/12/24	Sat 11am-12n	CM	11am-12n	-----1-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
The Equalizer															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/24	10/18/24	-----1-		1			\$60.00		0.00				
N 4	WMLW	10/12/24	10/12/24	Sat 12n-4pm	CM	12-1p	-----1-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
Chicago P.D. (12:00 PM-1:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/24	10/18/24	-----1-		1			\$60.00		0.00				
N 5	WMLW	10/12/24	10/12/24	Sat 12n-4pm	CM	1-2p	-----1-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
Chicago P.D. (1:00 PM-2:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/24	10/18/24	-----1-		1			\$60.00		0.00				
N 6	WMLW	10/12/24	10/12/24	Sat 12n-4pm	CM	2-3p	-----1-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
Chicago P.D. (2:00 PM-3:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/24	10/18/24	-----1-		1			\$60.00		0.00				
N 7	WMLW	10/12/24	10/12/24	Sat 12n-4pm	CM	3-4p	-----1-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
Chicago P.D. (3:00 PM-4:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/24	10/18/24	-----1-		1			\$60.00		0.00				
N 8	WMLW	10/12/24	10/12/24	Sat 4p-5p	CM	Sat 4p-5p	-----1-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
Chicago P.D.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/12/24	10/18/24	-----1-		1			\$125.00		0.00				
N 9	WMLW	10/08/24	10/14/24	M-F 9pm News	CM	9p-930P	MTWTF--	:30	5	\$400.00	P-2	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:		10/08/24	10/14/24	MTWTF--		5			\$400.00		0.00				
N 10	WMLW	10/08/24	10/14/24	M-F 9pm News	CM	930p-10P	MTWTF--	:30	5	\$400.00	P-2	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:		10/08/24	10/14/24	MTWTF--		5			\$400.00		0.00				
N 11	WMLW	10/12/24	10/12/24	Sat-Sun 9pm News	CM	9p-930P	-----1-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
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:		10/12/24	10/18/24	-----1-		1			\$500.00		0.00				
N 12	WMLW	10/12/24	10/12/24	Sat-Sun 9pm News	CM	930p-10P	-----1-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
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:		10/12/24	10/18/24	-----1-		1			\$500.00		0.00				
N 13	WMLW	10/13/24	10/13/24	Sat-Sun 9pm News	CM	9p-930P	-----1	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
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:		10/13/24	10/19/24	-----1		1			\$500.00		0.00				
N 14	WMLW	10/13/24	10/13/24	Sat-Sun 9pm News	CM	930p-10P	-----1	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
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:		10/13/24	10/19/24	-----1		1			\$500.00		0.00				
													Totals	30	\$7,125.00