ORDER

Orders	Order / Rev:	455181		2
	Alt Order #:	10756254		
	Product Desc:	WINSENATE		
	Estimate:	12906		WMLW-TV
	Flight Dates:	10/08/24 - 10/14/24	Primary AE:	Nick Welte
	Original Date / Rev:	03/13/24 / 03/13/24	Sales Office:	HPHIL
	Order Type:	GENERAL	Sales Region:	NAT
Agency	Name:	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%
Advertiser	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

Bill Plan

Start Date	rt Date End Date #		Gross Amount	Net Amount		
09/30/24	10/14/24	30	\$7,125.00	\$6,056.25		

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Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	30	\$7,125.00	\$6,056.25	0.00
Totals	30	\$7,125.00	\$6.056.25	0.00

Account Executives

Priority:

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

L	n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
N	1 WMLW	10/08/24	10/14/24	12pm-1pm	CM	12p-1p	MTWTF	:30	5	\$70.00 P-2	0.00 NM	5	\$350.00
				Judge Mathis									
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	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

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Totals

30

\$7,125.00

Order / Rev: 455181

Alt Order #: 10756254 Advertiser: Issue/Win Senate

Product Desc:

WINSENATE WMLW-TV

Flight Dates: 10/08/24 - 10/14/24 Estimate: 12906

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
			1pm-2pm People's Court									_
Start		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08		10/14/24	MTWTF	5	\$70.00	0.00	1 0	0 4	\$00.00 D.0	0.00 NIM		# 00.00
N 3 WMLW 1	10/12/24	4 10/12/24	Sat 11am-12n The Equalizer	СМ	11am-12n		1- :3	0 1	\$60.00 P-2	0.00 NM	1	\$60.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/12		10/18/24	1-	1	\$60.00	0.00						
N 4 WMLW 1	10/12/2	4 10/12/24	Sat 12n-4pm Chicago P.D.	СМ	12-1p (12:00 PM-	: 1:00 PM)	1- :3	0 1	\$60.00 P-2	0.00 NM	1	\$60.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/12		10/18/24	1-	1	\$60.00	0.00						
N 5 WMLW 1	10/12/2	4 10/12/24	Sat 12n-4pm Chicago P.D.	СМ	1-2p (1:00 PM-2:	: 00 PM)	1- :3	0 1	\$60.00 P-2	0.00 NM	1	\$60.00
Start	Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/12		10/18/24	1-	1	\$60.00	0.00						
N 6 WMLW 1	10/12/2	4 10/12/24	Sat 12n-4pm	CM	2-3p		1- :3	0 1	\$60.00 P-2	0.00 NM	1	\$60.00
Stort	Doto	End Data	Chicago P.D.	Cnoto/Mook	(2:00 PM-3:							
Start Week: 10/12		End Date 10/18/24	<u>Weekdays</u> 1-	Spots/Week 1	Rate \$60.00	Rating 0.00						
N 7 WMLW 1		4 10/12/24	Sat 12n-4pm	CM	3-4p		1- :3	0 1	\$60.00 P-2	0.00 NM	1	\$60.00
			Chicago P.D.		(3:00 PM-4:	00 PM)						
Start		End Date	<u>Weekdays</u> 1 -	Spots/Week	Rate	Rating						
Week: 10/12 N 8 WMLW 1		10/18/24	Sat 4p-5p	CM	\$60.00 Sat 4p-5p	0.00	1- :3	0 1	\$125.00 P-2	0.00 NM	1	\$125.00
IN O VVIVILVV I	10/12/24	4 10/12/24	Chicago P.D.	CIVI	Sat 4p-5p		13	U I	\$125.00 F-2	U.UU INIVI	ļ	φ125.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/12		10/18/24	1-	1	\$125.00	0.00						
N 9 WMLW 1	10/08/2	4 10/14/24	M-F 9pm News M-F 9pm News -	CM 1hr	9p-930P (9:00 PM-9:	MTWTF- 30 PM)	:3	0 5	\$400.00 P-2	0.00 NM	5	\$2,000.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08	3/24	10/14/24	MTWTF	5	\$400.00	0.00						
N10 WMLW 1	10/08/2	4 10/14/24	M-F 9pm News	CM	930p-10P	MTWTF-	:3	0 5	\$400.00 P-2	0.00 NM	5	\$2,000.00
Start	Doto	End Data	M-F 9pm News -		(9:30 PM-10	,						
Week: 10/08		End Date 10/14/24	<u>Weekdays</u> MГWГF	Spots/Week 5	Rate \$400.00	Rating 0.00						
N11 WMLW 1			Sat-Sun 9pm Nev	ws CM	9p-930P		1- :3	0 1	\$500.00 P-2	0.00 NM	1	\$500.00
			Sat-Sun 9pm Ne	ws - 1hr	(9:00 PM-9:	30 PM)						
Start		End Date	<u>Weekdays</u> 1 -	Spots/Week	Rate	Rating						
Week: 10/12 N12 WMLW 1		10/18/24		ws CM	\$500.00 930p-10P	0.00	1- :3	0 1	\$500.00 P-2	0.00 NM	1	\$500.00
IN 12 VVIVILVV I	10/12/2	+ 10/12/24	Sat-Sun 9pm Nev Sat-Sun 9pm Ne		(9:30 PM-10		15	0 1	φ300.00 F-2	U.UU INIVI	'	φ300.00
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/12	2/24	10/18/24	1-	1	\$500.00	0.00						
N 13 WMLW 1	10/13/2	4 10/13/24	Sat-Sun 9pm Nev		9p-930P		- 1 :3	0 1	\$500.00 P-2	0.00 NM	1	\$500.00
Start	Date	End Date	Sat-Sun 9pm Ne Weekdays	ws - 1nr Spots/Week	(9:00 PM-9: Rate	Rating						
Week: 10/13		10/19/24	1	<u> </u>	\$500.00	0.00						
N14 WMLW 1			Sat-Sun 9pm Nev	ws CM	930p-10P		- 1 :3	0 1	\$500.00 P-2	0.00 NM	1	\$500.00
			Sat-Sun 9pm Ne		(9:30 PM-10	0:00 PM)						
Start 10/40		End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating						
Week: 10/13	0/24	10/19/24	1	1	\$500.00	0.00				Totala	20	\$7.125.00