

# ORDER



**Orders**  
**Order / Rev:** 3416120  
**Alt Order #:** WOC14487793  
**Product Desc:** Issue  
**Estimate:** 12943  
**Flight Dates:** 10/01/24 - 10/07/24  
**Original Date / Rev:** 02/01/24 / 02/01/24  
**Order Type:** NORMAL

**WPCH - Peachtree TV**  
**Primary AE:** Wesley Tomlin  
**Sales Office:** GN-PA  
**Sales Region:** National

**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:** FF PAC - Future Forward Pac  
**Demographic:** A35+  
**Product Codes:** Issue - National - Other  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS  
**Priority:** P-04

**New Business End:**  
**Advertiser External ID:** 583349  
**Agency External ID:** 111690  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/30/24	10/07/24	44	\$12,980.00	\$11,033.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	44	\$12,980.00	\$11,033.00	0.00
<b>Totals</b>	<b>44</b>	<b>\$12,980.00</b>	<b>\$11,033.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Wesley Tomlin			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
N 1	WPCH	10/01/24	10/07/24	Wake Up Atlanta 7a-9a 7:30 AM-8:00 AM	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	MTWTF--	:30	3	\$100.00	P-04	0.00	NM	3	\$300.00												
(Program: ANF NEWS @ 730AM) CS 4Q EST (sell) - ATLANTA <table border="0" style="width:100%"> <tr> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>Weekdays</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td><u>Rating</u></td> </tr> <tr> <td>Week: 10/01/24</td> <td>10/07/24</td> <td>MTWTF--</td> <td>3</td> <td>\$100.00</td> <td>0.00</td> </tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/01/24	10/07/24	MTWTF--	3	\$100.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 10/01/24	10/07/24	MTWTF--	3	\$100.00	0.00																						
N 2	WPCH	10/01/24	10/07/24	Wake Up Atlanta 7a-9a 8:30 AM-9:00 AM	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	MTWTF--	:30	3	\$100.00	P-04	0.00	NM	3	\$300.00												
(Program: ANF NEWS @ 830AM) CS 4Q EST (sell) - ATLANTA <table border="0" style="width:100%"> <tr> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>Weekdays</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td><u>Rating</u></td> </tr> <tr> <td>Week: 10/01/24</td> <td>10/07/24</td> <td>MTWTF--</td> <td>3</td> <td>\$100.00</td> <td>0.00</td> </tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/01/24	10/07/24	MTWTF--	3	\$100.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 10/01/24	10/07/24	MTWTF--	3	\$100.00	0.00																						
N 3	WPCH	10/01/24	10/07/24	M-F 1030-11a M-F 1030-11a	CM	10:30 AM-11:00 AM	AIMTWTFF--	:30	4	\$185.00	P-04	0.00	NM	4	\$740.00												
(Program: JUSTICE) CS 4Q EST (sell) - ATLANTA <table border="0" style="width:100%"> <tr> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>Weekdays</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td><u>Rating</u></td> </tr> <tr> <td>Week: 10/01/24</td> <td>10/07/24</td> <td>MTWTF--</td> <td>4</td> <td>\$185.00</td> <td>0.00</td> </tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/01/24	10/07/24	MTWTF--	4	\$185.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 10/01/24	10/07/24	MTWTF--	4	\$185.00	0.00																						
N 4	WPCH	10/01/24	10/07/24	M-F 1130a-12p M-F 1130a-12p	CM	11:30 AM-12:00 PM	PIMTWTFF--	:30	4	\$185.00	P-04	0.00	NM	4	\$740.00												
(Program: COURT CAM) CS 4Q EST (sell) - ATLANTA <table border="0" style="width:100%"> <tr> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>Weekdays</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td><u>Rating</u></td> </tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						

Order / Rev: 3416120  
 Alt Order #: WOC14487793  
 Flight Dates: 10/01/24 - 10/07/24

Advertiser: FF PAC - Future Forward Pac  
 Product Desc: Issue  
 Estimate: 12943

WPCH - Peachtree TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WPCH	10/01/24	10/07/24	M-F 2-3p M-F 2-3p	CM	2:00 PM-3:00 PM	MTWTF--	:30	3	\$375.00	P-04	0.00	NM	3	\$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:		10/01/24	10/07/24	MTWTF--		4				\$185.00		0.00			
		(Program: HOT BENCH / HOT BENCH) CS 4Q EST (sell) - ATLANTA													
N 6	WPCH	10/01/24	10/07/24	M-F 4-430p M-F 4-430p	CM	4:00 PM-4:30 PM	MTWTF--	:30	3	\$250.00	P-04	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/24	10/07/24	MTWTF--		3				\$375.00		0.00			
		(Program: GOLDBERGS) CS 4Q EST (sell) - ATLANTA													
N 7	WPCH	10/01/24	10/07/24	M-F 530-6p M-F 530-6p	CM	5:30 PM-6:00 PM	MTWTF--	:30	4	\$350.00	P-04	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/24	10/07/24	MTWTF--		4				\$350.00		0.00			
		(Program: YOUNG SHELDON) CS 4Q EST (sell) - ATLANTA													
N 8	WPCH	10/01/24	10/07/24	M-F 6-630p M-F 6-630p	CM	6:00 PM-6:30 PM	MTWTF--	:30	4	\$375.00	P-04	0.00	NM	4	\$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:		10/01/24	10/07/24	MTWTF--		4				\$375.00		0.00			
		(Program: BIG BANG THEORY) CS 4Q EST (sell) - ATLANTA													
N 9	WPCH	10/01/24	10/06/24	Sun 1030a-1130a Sun 1030a-1130a	CM	10:30 AM-11:30 AM	-----S	:30	1	\$150.00	P-04	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:		09/30/24	10/06/24	-----S		1				\$150.00		0.00			
		(Program: ATLANTA EATS - SUN) CS 4Q EST (sell) - ATLANTA													
N 10	WPCH	10/01/24	10/06/24	Sun 4p-5p Sun 4p-5p	CM	4:00 PM-5:00 PM	-----S	:30	1	\$150.00	P-04	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:		09/30/24	10/06/24	-----S		1				\$150.00		0.00			
		(Program: GOLDBERGS / GOLDBERGS) CS 4Q EST (sell) - ATLANTA													
N 11	WPCH	10/01/24	10/02/24	M-F 7-8p M-F 7-8p	CM	7:00 PM-7:30 PM	--W----	:30	1	\$450.00	P-04	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/30/24	10/06/24	--W----		1				\$450.00		0.00			
		(Program: WELCOME TO ATLANTA) CS 4Q EST (sell) - ATLANTA													
N 12	WPCH	10/01/24	10/04/24	M-F 7-8p M-F 7-8p	CM	7:00 PM-8:00 PM	----F--	:30	1	\$450.00	P-04	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/30/24	10/06/24	----F--		1				\$450.00		0.00			
		(Program: BLACK FRIDAY REPORT) CS 4Q EST (sell) - ATLANTA													
N 13	WPCH	10/01/24	10/06/24	Sun 6-7p Sun 6-7p	CM	6:00 PM-7:00 PM	-----S	:30	1	\$450.00	P-04	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/30/24	10/06/24	-----S		1				\$450.00		0.00			
		(Program: MONICA ONE ON ONE) CS 4Q EST (sell) - ATLANTA													
N 14	WPCH	10/01/24	10/07/24	CBS46 10p News M-Su 10:00 PM-10:30 PM	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PMTWTFSS	:30	5	\$600.00	P-04	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/24	10/07/24	MTWTFSS		5				\$600.00		0.00			
		(Program: NEWS @ 10P ON WPCH) CS 4Q EST (sell) - ATLANTA													
N 15	WPCH	10/01/24	10/07/24		CM	11:00 PM-11:30 PM	PMTWTF--	:30	5	\$185.00	P-04	0.00	NM	5	\$925.00

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Advertiser: FF PAC - Future Forward Pac  
 Product Desc: Issue  
 Estimate: 12943

WPCH - Peachtree TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 11-1130p											
				M-F 11-1130p											
(Program: INSIDE EDITION)															
CS 4Q EST (sell) - ATLANTA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/24	10/07/24	MTWTF--		5		\$185.00		0.00					
N 16	WPCH	10/01/24	10/05/24	CW College FB Prime G	CM	6:30 PM-10:00 PM	-----S-	:30	1	\$550.00	P-04	0.00	NM	1	\$550.00
				6:30 PM-10:00 PM			(6:30 PM-10:00 PM)								
(Program: ACC FOOTBALL PRIME)															
CS 4Q EST (sell) - ATLANTA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/30/24	10/06/24	-----S-		1		\$550.00		0.00					
													Totals	44	\$12,980.00