

ORDER



Orders
Order / Rev: 92164
Alt Order #: 28392922
Product Desc: Issue
Estimate: 49/53/13197
Flight Dates: 08/20/24 - 08/26/24
Original Date / Rev: 04/17/24 / 04/18/24
Order Type: GENERAL

WICU-DT1
Primary AE: Shepard Ritzen
Sales Office: MPHIL
Sales Region: National

Agency Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue NW Suite 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: DSCC
Demographic: HH
Product Codes: Issues/Propositions
Revenue Code 1: POL
Revenue Code 2: POL-I
Revenue Code 3: GEN
Priority: P-08

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/29/24	08/25/24	46	\$25,780.00	\$21,913.00
08/26/24	08/26/24	9	\$6,220.00	\$5,287.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2024	46	\$25,780.00	\$21,913.00	0.00
September 2024	9	\$6,220.00	\$5,287.00	0.00
Totals	55	\$32,000.00	\$27,200.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Shepard Ritzen			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WICU-DT1	35%	\$32,000.00
Market	100%	\$91,428.57

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EICU	0%	\$0.00
ESEE	0%	\$0.00
SEE	65%	\$59,428.57
UNKWN	0%	\$0.00
WFXP	0%	\$0.00
WJET	0%	\$0.00
WQLN	0%	\$0.00
WSEE	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WICU	08/20/24	08/26/24	M-F 6a-7a Erie News Now Sunrise @ 6a	CM	6:00 AM-7:00 AM	MTWTF--	:30	5	\$400.00	P-01	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:		08/20/24	08/26/24	MTWTF--		5				\$400.00		0.00			

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N 2	WICU	08/20/24	08/26/24	Today Show Today Show	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$440.00	P-01	0.00	NM	5	\$2,200.00
Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/24	08/26/24	MTWTF--					5	\$440.00		0.00			
N 3	WICU	08/24/24	08/24/24	Morning Weekend News Erie News Now Weekend	CM	8:00 AM-9:00 AM	-----S-	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
Erie News Now Weekend Mornings															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/19/24	08/25/24	-----S-					1	\$400.00		0.00			
N 4	WICU	08/25/24	08/25/24	Morning Weekend News Erie News Now Weekend	CM	8:00 AM-9:00 AM	-----S	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
Erie News Now Weekends @ 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/19/24	08/25/24	-----S					1	\$400.00		0.00			
N 5	WICU	08/25/24	08/25/24	Sunday Today Sunday Today	CM	9:00 AM-10:00 AM	-----S	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
NBC Sunday Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/19/24	08/25/24	-----S					1	\$400.00		0.00			
N 6	WICU	08/20/24	08/26/24	M-F 9a-10a Today Show III	CM	9:00 AM-10:00 AM	MTWTF--	:30	2	\$240.00	P-01	0.00	NM	2	\$480.00
Today Third Hour-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/24	08/26/24	MTWTF--					2	\$240.00		0.00			
N 7	WICU	08/20/24	08/26/24	M-F 10a-11a Today w/Hoda & Jenna	CM	10:00 AM-11:00 AM	MTWTF--	:30	2	\$200.00	P-01	0.00	NM	2	\$400.00
Today with Hoda & Jenna-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/24	08/26/24	MTWTF--					2	\$200.00		0.00			
N 8	WICU	08/20/24	08/26/24	Erie News Now @ 1230p Erie News Now @ 1230p	CM	12:30 PM-1:00 PM	MTWTF--	:30	2	\$300.00	P-01	0.00	NM	2	\$600.00
Erie News Now @ 1230pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/24	08/26/24	MTWTF--					2	\$300.00		0.00			
N 9	WICU	08/20/24	08/26/24	Early News Weekday (1st) Erie News Now @ 5p	CM	5:00 PM-5:30 PM	MTWTF--	:30	2	\$400.00	P-01	0.00	NM	2	\$800.00
Erie News Now @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/24	08/26/24	MTWTF--					2	\$400.00		0.00			
N 10	WICU	08/20/24	08/26/24	Early News Weekday (2nd) Erie News Now @ 530pm	CM	5:30 PM-6:00 PM	MTWTF--	:30	3	\$400.00	P-01	0.00	NM	3	\$1,200.00
Erie News Now @ 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/24	08/26/24	MTWTF--					3	\$400.00		0.00			
N 11	WICU	08/20/24	08/26/24	Early News Weekday (3rd) Erie News Now @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	5	\$700.00	P-01	0.00	NM	5	\$3,500.00
Erie News Now @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/24	08/26/24	MTWTF--					5	\$700.00		0.00			
N 12	WICU	08/20/24	08/26/24	Early News Weekday (4th) Erie News Now at 7p	CM	7:00 PM-7:30 PM	MTWTF--	:30	3	\$900.00	P-01	0.00	NM	3	\$2,700.00
Erie News Now @ 7P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/24	08/26/24	MTWTF--					3	\$900.00		0.00			
N 13	WICU	08/24/24	08/24/24	Early News Weekend 1st Erie News Now Sat 6pm	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-----S-	:30	1	\$700.00	P-01	0.00	NM	1	\$700.00
Erie News Now Weekend @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/19/24	08/25/24	-----S-					1	\$700.00		0.00			
N 14	WICU	08/25/24	08/25/24		CM	6:00 PM-6:30 PM	-----S	:30	1	\$700.00	P-01	0.00	NM	1	\$700.00

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Early News Weekend 2nd Erie News Now Sun 6pm Erie News Now Weekend @ 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/19/24 08/25/24 -----S 1 \$700.00 0.00															
N15	WICU	08/20/24	08/26/24	M-F 730p-8p Inside Edition	CM	7:30 PM-8:00 PM	MTWTF--	:30	4	\$500.00	P-01	0.00	NM	4	\$2,000.00
Inside Edition <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/24 08/26/24 MTWTF-- 4 \$500.00 0.00															
N16	WICU	08/24/24	08/24/24	Prime Access Rot Week Wheel of Fortune/Jeopardy	CM	7:30 PM-8:00 PM <7:30 PM-8:00 PM>	-----S-	:30	1	\$500.00	P-01	0.00	NM	1	\$500.00
Game Time With Boomer <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/19/24 08/25/24 -----S- 1 \$500.00 0.00															
N17	WICU	08/20/24	08/26/24	Late News M-F Erie News Now at 11p	CM	11:00 PM-11:35 PM (11:00 PM-11:35 PM)	PMTWTF--	:30	3	\$800.00	P-01	0.00	NM	3	\$2,400.00
Erie News Now @ 11P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/24 08/26/24 MTWTF-- 3 \$800.00 0.00															
N18	WICU	08/24/24	08/24/24	Late News Sat Erie News Now Sat @ 11p	CM	11:00 PM-11:30 PM	PI-----S-	:30	1	\$800.00	P-01	0.00	NM	1	\$800.00
Erie News Now @ 11P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/19/24 08/25/24 -----S- 1 \$800.00 0.00															
N19	WICU	08/25/24	08/25/24	Late News Sun Erie News Now Sun @ 11p	CM	11:00 PM-11:30 PM	PI-----S	:30	1	\$800.00	P-01	0.00	NM	1	\$800.00
Erie News Now @ 11P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/19/24 08/25/24 -----S 1 \$800.00 0.00															
N20	WICU	08/20/24	08/26/24	Network Late Night Show Tonight Show w/Jimmy Fallon	CM	11:35 PM-12:35 XM (11:35 PM-12:35 XM)	XMTWTF--	:30	5	\$240.00	P-01	0.00	NM	5	\$1,200.00
Tonight Show-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/20/24 08/26/24 MTWTF-- 5 \$240.00 0.00															
N21	WICU	08/24/24	08/24/24	Saturday Night Live Saturday Night Live	CM	11:30 PM-1:00 XM (11:30 PM-1:00 XM)	XM-----S-	:30	1	\$700.00	P-01	0.00	NM	1	\$700.00
Saturday Night Live-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/19/24 08/25/24 -----S- 1 \$700.00 0.00															
N22	WICU	08/25/24	08/25/24	Sun 11:30p-12a Inside Edition	CM	11:30 PM-12:00 XM (11:30 PM-12:00 XM)	XI-----S	:30	1	\$120.00	P-01	0.00	NM	1	\$120.00
Inside Edition <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/19/24 08/25/24 -----S 1 \$120.00 0.00															
N23	WICU	08/26/24	08/26/24	Monday Prime Special American Ninja Warrior	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	PMM-----	:30	1	\$2,200.00	P-01	0.00	NM	1	\$2,200.00
American Ninja Warrior-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/26/24 09/01/24 M----- 1 \$2,200.00 0.00															
N24	WICU	08/20/24	08/20/24	Tuesday Prime Special America's Got Talent	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	PM-T-----	:30	1	\$2,200.00	P-01	0.00	NM	1	\$2,200.00
America's Got Talent Tue 8e/7c-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/19/24 08/25/24 -T----- 1 \$2,200.00 0.00															
N25	WICU	08/22/24	08/22/24	Thursday Prime Hr 2 Law & Order: SVU	CM	9:00 PM-10:00 PM	PM---T---	:30	1	\$1,400.00	P-01	0.00	NM	1	\$1,400.00
Law & Order: SVU (R)-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/19/24 08/25/24 ---T--- 1 \$1,400.00 0.00															
N26	WICU	08/23/24	08/23/24		CM	10:00 PM-11:00 PM	PI----F--	:30	1	\$1,200.00	P-01	0.00	NM	1	\$1,200.00

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				Friday Prime Hr 3											
				Dateline NBC		(10:00 PM-11:00 PM)									
				Dateline-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/19/24	08/25/24	----F--		1				\$1,200.00		0.00			
													Totals	55	\$32,000.00