ORDER

Orders	Order / Rev:	92168		 ₩ICU
	Alt Order #:	28392923		
	Product Desc:	Issue		
	Estimate:	49/53/13198		WICU-DT1
	Flight Dates:	08/27/24 - 09/02/24	Primary AE:	Shepard Ritzen
	Original Date / Rev:	04/18/24 / 04/18/24	Sales Office:	MPHIL
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Great American Media		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Avenue NW Suite 800	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	DSCC		
	Demographic:	HH	New Business End:	
	Product Codes:	Issues/Propositions	Advertiser External ID:	
	Revenue Code 1:	POL	Agency External ID:	
	Revenue Code 2:	POL-I	Unit Code:	General
	Revenue Code 3:	GEN	Order Separation:	00:15:00
	Priority:	P-08		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/26/24	09/02/24	55	\$32,600.00	\$27,710.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2024	55	\$32,600.00	\$27,710.00	0.00
Totals	55	\$32,600,00	\$27,710.00	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%	\$32,600.00
Market	100%	\$93,142.86

Competitive Share	Share	Total
CABLE	0%	\$0.00
EICU	0%	\$0.00
ESEE	0%	\$0.00
SEE	0%	\$0.00
UNKWN	65%	\$60,542.86
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 1	ime Days	Len Sp	ots	Rate Pri Rtg Type	Spots	Amount
N 1	WICU	08/27/24	09/02/24	M-F 6a-7a	CM	6:00 AM-7:0	O AM MTWTF	:30	5	\$400.00 P-01. 0.00 NM	5	\$2,000.00
				Erie News Now S	Sunrise @ 6a							
	Erie Nev	ws Now Su	ınrise @ 6	A								
	Sta	rt Date I	End Date	Weekdays	Spots/Week	Rate	Rating					
W	eek: 08/2	27/24	09/02/24	MTWTF	5	\$400.00	0.00					
N 2	WICU	08/27/24	09/02/24	Today Show	СМ	7:00 AM-8:0	O AM MTWTF	:30	5	\$440.00 P-01. 0.00 NM	5	\$2,200.00
				Today Show		(7:00 AM-8:0	00 AM)					

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WICU-DT1

Order / Rev: 92168

Advertiser:

28392923 Alt Order #: Product Desc: Issue

DSCC

Flight Dates: 08/27/24 - 09/02/24 Estimate: 49/53/13198

Ln Ch S Today	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Start E Week: 08/27/		End Date 09/02/24	Weekdays MTWTF	Spots/Week 5	Rate \$440.00	Rating 0.00						
N 3 WICU 08			Morning Weeken			00 AM S-	:30	1	\$400.00 P-0	1. 0.00 NM	1	\$400.00
Frie News	Now V	Veekend Mo	Erie News Now V	Veekend								
Start D	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/26/ N 4 WICU 09		09/01/24	Morning Weeken	1 NewsCM	\$400.00	0.00 0 AM S	:30	1	\$400.00 P-0°	1 : 0 00 NM	1	\$400.00
			Erie News Now V		0.00 AW-9.0	O AW3	.50	'	φ400.001 -0	1. 0.00 INIVI	'	φ400.00
		Veekends @		Spoto/Mook	Poto	Dating						
Start E Week: 08/26/		End Date 09/01/24	Weekdays S	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
N 5 WICU 09	9/01/24	4 09/01/24	Sunday Today Sunday Today	СМ	9:00 AM-10	:00 AMS	:30	1	\$400.00 P-0 ⁻	1. 0.00 NM	1	\$400.00
NBC Sund	day Too	day Show	Curiacy roday									
Start D Week: 08/26/		End Date 09/01/24	Weekdays	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00						
N 6 WICU 08			M-F 9a-10a	CM	· ·	:0.00 :00 AMMTWTF	:30	2	\$240.00 P-0°	1. 0.00 NM	2	\$480.00
			Today Show III						,			,
Today Thir Start D		r-NBC End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/27/		09/02/24	MTWTF	2	\$240.00	0.00						
N 7 WICU 08	8/27/24	4 09/02/24	M-F 10a-11a	CM	10:00 AM-1	1:00 AIMTWTF	:30	2	\$200.00 P-0 ⁻	1. 0.00 NM	2	\$400.00
Today with	n Hoda	& Jenna-NE	Today w/Hoda & 3C	Jenna								
Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/27/		09/02/24	MTWTF Erie News Now @	2 0.1230mM	\$200.00	0.00 :00 PMMTWTF	:30	2	\$300.00 P-0°	1 : 0 00 NM	2	\$600.00
			Erie News Now		12.30 1 101-1	OO I WIMIWII	.50	۷	ψ300.001 -0	1. 0.00 INIVI		ψ000.00
Erie News Start D			Wookdays	Spots/Week	Rate	Pating						
Week: 08/27/		End Date 09/02/24	<u>Weekdays</u> MTWTF	<u>3pots/week</u> 2	\$300.00	Rating 0.00						
N 9 WICU 08	8/27/2	4 09/02/24	Early News Week	• (5:00 PM-5:3	80 PM MTWTF	:30	2	\$400.00 P-0	1. 0.00 NM	2	\$800.00
Erie News	Now @	2 5P	Erie News Now @	2) 5p								
Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/27/		09/02/24	MTWTF Early News Week	2 (2)OM	\$400.00	0.00 00 PM MTWTF	:30	3	\$400.00 P-0	1 . O OO NIM	3	\$1,200.00
			Erie News Now	• (3.30 T W-0.0	O I WI WII WII	.50	3	φ400.001 -0	1. 0.00 NW		ψ1,200.00
Erie News Start D		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/27/		09/02/24	MTWTF	3	\$400.00	0.00						
N11 WICU 08	8/27/24	4 09/02/24	Early News Week Erie News Now	• .	6:00 PM-6:3	80 PM MTWTF	:30	5	\$700.00 P-0°	1. 0.00 NM	5	\$3,500.00
Erie News	Now @	@ 6P	Life News Now (3 OP								
Start D		End Date	Weekdays MTWTF	Spots/Week 5	Rate	Rating 0.00						
Week: 08/27/ N12 WICU 08		09/02/24 4 09/02/24	Early News Week		\$700.00 7:00 PM-7:3	0.00 80 PM MTWTF	:30	3	\$900.00 P-0°	1. 0.00 NM	3	\$2,700.00
F : N		3. 7.5	Erie News Now a									
Erie News Start D		ッ /P End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/27/		09/02/24	MTWTF	3	\$900.00	0.00						
N13 WICU 08	8/31/24	4 08/31/24	Early News Week			80 PM S-	:30	1	\$700.00 P-0 ⁻	1. 0.00 NM	1	\$700.00
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Start D		End Date	Weekdays S-	Spots/Week	Rate	Rating						
Week: 08/26/ N14 WICU 09		09/01/24 4 09/01/24	Early News Week	end 2nGM	\$700.00 6:00 PM-6:3	0.00 80 PM S	:30	1	\$700.00 P-0	1. 0.00 NM	1	\$700.00
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Erie News	Now V	Veekend @	6P								i	

Print Date: 04/18/24 14:01:02 Page 3 of 4

Order / Rev: 92168

Advertiser:

Product Desc:

Issue WICU-DT1

Flight Dates: 08/27/24 - 09/02/24

Alt Order #:

28392923

Estimate: 49/53/13198

DSCC

Start Date First Date First Date Weekdays Sobst-Week Rate Rating Weekdays Sobst-Week Rate Rating Weekdays Sobst-Week Rate Rating Rating Weekdays Sobst-Week Rate Rating	Ln Ch	Start	End	Inventory Code	Break	Start/End	Time [Days	Len S	Spots	Rat	te Pri	Rtg Type	Spots	Amount
Note															
Inside Edition						•			.30	1	\$500	00 P-01	1 : 0 00 NM	4	\$2,000,00
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Miss WICU 08/07/24	Inside I	Edition													
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Start Date End Date Weekdays Spots/Week Rate Rating Section	NIO WICO	00/31/2	.4 00/31/24					5-	.50	'	ψυσο	.001 -0	1. 0.00 INIVI	· '	ψ300.00
N17 WICU 08/27/24 09/02/24 Lata News MF CM 11:00 PM-11:35 PM)	Game ⁻	Time With	Boomer												
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Erie News Now @ 11P Siart Date End Date Weekdays Spots/Week Rate Rating Section					<u>'</u>						# 000	. 00 D 0			#0.400.00
Part	N17 WICU	08/27/2	4 09/02/24		_				:30	3	\$800	0.00 P-0	1. 0.00 NIVI	3	\$2,400.00
New Color	Erie Ne	ws Now	@ 11P	LIIC NCW3 NOW 8	штр	(11.0011	11.55 1 101)								
N18 WICU 08/31/24 08/31/24 Late News Sat	Sta	art Date	End Date			Rate	Rating								
Frie News Now @ 11P Start Date End Date Weekidays Spots/Week Rate S800.00 0.0															
Part	N18 WICU	08/31/2	4 08/31/24		_	11:00 PM-1	11:30 PI	S-	:30	1	\$800	.00 P-0	1. 0.00 NM	1	\$800.00
Mark: 08/26/24 09/01/24	Erie Ne	ews Now	@ 11P	Erie News Now S	sat @ Tip										
N19 WICU 08/01/24 Sp010/124 Late News Sun CM				Weekdays	Spots/Week	Rate	Rating								
Frie News Now @ 11P	Week: 08	/26/24	09/01/24		1	\$800.00	0.00	<u>, </u>							
Ratio Note Start Date End Date Meek days Spots/Week Ratio S800.00 0.	N19 WICU	09/01/2	4 09/01/24		_	11:00 PM-1	11:30 PI	S	:30	1	\$800	.00 P-0	1. 0.00 NM	1	\$800.00
Start Date End Date Meekdays Spots/Week Rate Rating Spots/Week Spot	Erio No	we Now	@ 11D	Erie News Now S	Sun @11p										
Neek: 08/26/24 09/01/24 09/02/24 Network Late Night Show M 11:35 PM-12:35 XIM/IWTF- 30 5 \$240.00 P-01. 0.00 NM 5 \$1,200.00				Weekdays	Spots/Week	Rate	Rating								
Tonight Show w Jimmy Fallon (11:35 PM-12:35 XM)								•							
Tonight Show-NBC	N20 WICU	08/27/2	4 09/02/24	Network Late Nig	ht Show M	11:35 PM-1	12:35 XIM	WTF	:30	5	\$240	.00 P-0	1. 0.00 NM	5	\$1,200.00
Name Start Date End Date Weekdays Spots/Week Rate Rating Week : 08/26/24 09/02/24 08/31/24 Saturday Night Live CM 11:30 PM-1:00 XM Saturday Night Live CM Saturday Night Live Saturday Night Live CM Saturday Night Live Saturday Night Live CM Saturday Night Live Saturday Nig	-		50	Tonight Show w/s	Jimmy Fallon	(11:35 PM-	12:35 XM)								
Neek: 08/27/24 09/02/24 MTWIF- 5 \$ \$240.00 0.00 N21 WICU	_			Weekdays	Snote/Meak	Pate	Pating								
Saturday Night Live - NBC Start Date End Date Weekdays Spots/Week Rate Rating Start Date Inside Edition Start Date End Date Weekdays Spots/Week Rate Rating Start Date Inside Edition Start Date End Date Weekdays Spots/Week Rate Rating Rating Spots/Week Rate Rating Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week Spots)						İ	
Saturday Night Live-NBC Start Date End Date Weekdays Spots/Week Rate Rating Week September Spots/Week Rate Rating Spots/Week September September Spots/Week September Spots/Week September Septemb	N21 WICU	08/31/2	4 08/31/24	Saturday Night Li	ve CM	11:30 PM-1	1:00 XM	S-	:30	1	\$700	.00 P-0	1. 0.00 NM	1	\$700.00
N22 WICU 09/01/24 09/01/2				Saturday Night L	ive	(11:30 PM-	1:00 XM)								
Week: 08/26/24 09/01/24 09/01/24 09/01/24 Sun 11:30p-12a CM 11:30 PM-12:00 XIS :30 1 \$120.00 P-01. 0.00 NM 1 \$120.00 Inside Edition Inside Edition Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Start Date End Date Start Date End Date Start Date End Date Start Date Start Date End Date Start Dat				Ma alada sa	Consta ///onle	Data	Datina								
N22 WICU 09/01/24 O9/01/24 Sun 11:30p-12a CM 11:30 PM-12:00 XI								•							
Inside Edition				Sun 11:30p-12a	CM				:30	1	\$120	.00 P-0	1. 0.00 NM	1	\$120.00
Start Date Week: 08/26/24 09/01/24 09/02/24 Monday Prime Special CM American Ninja Warrior NBC Start Date Week: 09/02/24 09/08/28 09/08/24 09/08/				•		(11:30 PM-	12:00 XM)				·				
Week: 08/26/24 09/01/24 S							5								
N23 WICU 09/02/24 09/02/24 Monday Prime Special CM 8:00 PM-10:00 PMM :30 1 \$2,200.00 P-01. 0.00 NM American Ninja Warrior (8:00 PM-10:00 PM)								•							
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Start Date End Date Weekdays MF 1 \$2,200.00 0.00		00,02,2	00,02,2.							•	Ψ=,=00		0.00	·	Ψ=,=00.00
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N24 WICU 08/27/24 08/27/24 Tuesday Prime Special CM 8:00 PM-10:00 PM-T :30 1 \$2,200.00 P-01. 0.00 NM America's Got Talent Tue 8e/7c-NBC Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/26/24 09/01/24 O8/31/24 Notre Dame Football CM 2:30 PM-7:00 PM O8/31/24 O8/31/24 O8/31/24 Notre Dame Football CM 2:30 PM-7:00 PM O8/31/24								•							
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Note Dame Football Notre Dame Football CM 2:30 PM-7:00 PMS :30 1 \$1,800.00 P-01. 0.00 NM								•							
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	_			Weekdays	Spots/Week	Rate	Rating	i						I	

Print Date: 04/18/24 14:01:02 Page 4 of 4

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 Advertiser:
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 Issue
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 Flight Dates:
 08/27/24 - 09/02/24
 Estimate:
 49/53/13198

Ln (Ch :	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Spots	Rate	Pri	Rtg Type	Spots	Amount
Wee	Start I ek: 08/26		End Date 09/01/24	Weekdays S-	Spots/Week 1	Rate \$1,400.00	Ratii 0.	<u>ng</u> .00						

Totals 55 \$32,600.00