

ORDER



Orders
Order / Rev: 92168
Alt Order #: 28392923
Product Desc: Issue
Estimate: 49/53/13198
Flight Dates: 08/27/24 - 09/02/24
Original Date / Rev: 04/18/24 / 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
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 Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
N 1	WICU	08/27/24	09/02/24	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												
Erie News Now Sunrise @ 6A <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>08/27/24</td> <td>09/02/24</td> <td>MTWTF--</td> <td>5</td> <td>\$400.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	08/27/24	09/02/24	MTWTF--	5	\$400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
08/27/24	09/02/24	MTWTF--	5	\$400.00	0.00																						
N 2	WICU	08/27/24	09/02/24	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												

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/27/24	09/02/24	MTWTF--		5			\$440.00		0.00				
N 3	WICU	08/31/24	08/31/24	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:		08/26/24	09/01/24	-----S-		1			\$400.00		0.00				
N 4	WICU	09/01/24	09/01/24	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:		08/26/24	09/01/24	-----S		1			\$400.00		0.00				
N 5	WICU	09/01/24	09/01/24	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:		08/26/24	09/01/24	-----S		1			\$400.00		0.00				
N 6	WICU	08/27/24	09/02/24	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:		08/27/24	09/02/24	MTWTF--		2			\$240.00		0.00				
N 7	WICU	08/27/24	09/02/24	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:		08/27/24	09/02/24	MTWTF--		2			\$200.00		0.00				
N 8	WICU	08/27/24	09/02/24	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:		08/27/24	09/02/24	MTWTF--		2			\$300.00		0.00				
N 9	WICU	08/27/24	09/02/24	Early News Weekday (1) 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:		08/27/24	09/02/24	MTWTF--		2			\$400.00		0.00				
N 10	WICU	08/27/24	09/02/24	Early News Weekday (2) 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:		08/27/24	09/02/24	MTWTF--		3			\$400.00		0.00				
N 11	WICU	08/27/24	09/02/24	Early News Weekday (3) 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:		08/27/24	09/02/24	MTWTF--		5			\$700.00		0.00				
N 12	WICU	08/27/24	09/02/24	Early News Weekday (4) 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:		08/27/24	09/02/24	MTWTF--		3			\$900.00		0.00				
N 13	WICU	08/31/24	08/31/24	Early News Weekend 1s 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:		08/26/24	09/01/24	-----S-		1			\$700.00		0.00				
N 14	WICU	09/01/24	09/01/24	Early News Weekend 2s Erie News Now Sun 6pm	CM	6:00 PM-6:30 PM	-----S	:30	1	\$700.00	P-01	0.00	NM	1	\$700.00
Erie News Now Weekend @ 6P															

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N 15	WICU	08/27/24	09/02/24	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
		<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	-----S		1				\$700.00		0.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/24	09/02/24	MTWTF--		4				\$500.00		0.00			
N 16	WICU	08/31/24	08/31/24	Prime Access Rot Week Prime Access Rot Weekend	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
		<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	-----S-		1				\$500.00		0.00			
N 17	WICU	08/27/24	09/02/24	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/24	09/02/24	MTWTF--		3				\$800.00		0.00			
N 18	WICU	08/31/24	08/31/24	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
		<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	-----S-		1				\$800.00		0.00			
N 19	WICU	09/01/24	09/01/24	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
		<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	-----S		1				\$800.00		0.00			
N 20	WICU	08/27/24	09/02/24	Network Late Night Show Tonight Show w/Jimmy Fallon	CM	11:35 PM-12:35 XM (11:35 PM-12:35 XM)	XIMTWTF--	:30	5	\$240.00	P-01	0.00	NM	5	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/24	09/02/24	MTWTF--		5				\$240.00		0.00			
N 21	WICU	08/31/24	08/31/24	Saturday Night Live Saturday Night Live	CM	11:30 PM-1:00 XM (11:30 PM-1:00 XM)	-----S-	:30	1	\$700.00	P-01	0.00	NM	1	\$700.00
		<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	-----S-		1				\$700.00		0.00			
N 22	WICU	09/01/24	09/01/24	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
		<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	-----S		1				\$120.00		0.00			
N 23	WICU	09/02/24	09/02/24	Monday Prime Special American Ninja Warrior	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	P-----	:30	1	\$2,200.00	P-01	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/02/24	09/08/24	M-----		1				\$2,200.00		0.00			
N 24	WICU	08/27/24	08/27/24	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
		<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	-T-----		1				\$2,200.00		0.00			
N 25	WICU	08/31/24	08/31/24	Notre Dame Football Notre Dame Football	CM	2:30 PM-7:00 PM (2:30 PM-7:00 PM)	-----S-	:30	1	\$1,800.00	P-01	0.00	NM	1	\$1,800.00
		<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	-----S-		1				\$1,800.00		0.00			
N 26	WICU	08/31/24	08/31/24	Big Ten Football Big Ten Football	CM	7:30 PM-11:00 PM (7:30 PM-11:00 PM)	-----S-	:30	1	\$1,400.00	P-01	0.00	NM	1	\$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: 08/26/24	09/01/24	-----S-		1				\$1,400.00		0.00			

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		<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	-----S-		1				\$1,400.00		0.00			
													Totals	55	\$32,600.00