

ORDER



Orders
Order / Rev: 92171
Alt Order #: 28392924
Product Desc: Issue
Estimate: 49/53/13199
Flight Dates: 09/03/24 - 09/09/24
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	09/09/24	52	\$47,400.00	\$40,290.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2024	52	\$47,400.00	\$40,290.00	0.00
Totals	52	\$47,400.00	\$40,290.00	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%	\$47,400.00
Market	100%	\$135,428.57

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EICU	0%	\$0.00
ESEE	0%	\$0.00
SEE	0%	\$0.00
UNKWN	65%	\$88,028.57
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	09/03/24	09/09/24	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: 09/03/24	09/09/24	MTWTF--		5		\$400.00		0.00					
N 2	WICU	09/03/24	09/09/24	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:		09/03/24	09/09/24	MTWTF--		5			\$440.00		0.00				
N 3	WICU	09/07/24	09/07/24	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
		<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	-----S-		1			\$400.00		0.00				
N 4	WICU	09/08/24	09/08/24	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
		<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	-----S		1			\$400.00		0.00				
N 5	WICU	09/08/24	09/08/24	Sunday Today Sunday Today	CM	9:00 AM-10:00 AM	-----S	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
		<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	-----S		1			\$400.00		0.00				
N 6	WICU	09/03/24	09/09/24	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/24	09/09/24	MTWTF--		2			\$240.00		0.00				
N 7	WICU	09/03/24	09/09/24	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/24	09/09/24	MTWTF--		2			\$200.00		0.00				
N 8	WICU	09/03/24	09/09/24	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/24	09/09/24	MTWTF--		2			\$300.00		0.00				
N 9	WICU	09/03/24	09/09/24	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/24	09/09/24	MTWTF--		2			\$400.00		0.00				
N 10	WICU	09/03/24	09/09/24	Early News Weekday (2nd) Erie News Now @ 530p	CM	5:30 PM-6:00 PM	MTWTF--	:30	3	\$400.00	P-01	0.00	NM	3	\$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:		09/03/24	09/09/24	MTWTF--		3			\$400.00		0.00				
N 11	WICU	09/03/24	09/09/24	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/24	09/09/24	MTWTF--		5			\$700.00		0.00				
N 12	WICU	09/07/24	09/07/24	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	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<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	-----S-		1			\$1,000.00		0.00				
N 13	WICU	09/08/24	09/08/24	Early News Weekend 2nd Erie News Now Sun 6pm	CM	6:00 PM-6:30 PM	-----S	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<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	-----S		1			\$1,000.00		0.00				
N 14	WICU	09/03/24	09/09/24	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:		09/03/24	09/09/24	MTWTF--		4			\$500.00		0.00				

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WICU-DT1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WICU	09/07/24	09/07/24	Prime Access Rot Week	CM	7:30 PM-8:00 PM	-----S-	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
				Game Time w/Boomer		(7:30 PM-8:00 PM)									
				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: 09/03/24	09/09/24	MTWTF--		4				\$500.00		0.00			
N 16	WICU	09/03/24	09/09/24	Late News M-F	CM	11:00 PM-11:35 PM	PMTWTF--	:30	3	\$800.00	P-01	0.00	NM	3	\$2,400.00
				Erie News Now at 11p		(11:00 PM-11:35 PM)									
				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: 09/02/24	09/08/24	-----S-		1				\$600.00		0.00			
N 17	WICU	09/07/24	09/07/24	Late News Sat	CM	11:00 PM-11:30 PM	PI-----S-	:30	1	\$800.00	P-01	0.00	NM	1	\$800.00
				Erie News Now Sat @ 11p											
				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: 09/02/24	09/08/24	-----S-		1				\$800.00		0.00			
N 18	WICU	09/08/24	09/08/24	Late News Sun	CM	11:00 PM-11:30 PM	PI-----S	:30	1	\$800.00	P-01	0.00	NM	1	\$800.00
				Erie News Now Sun @ 11p											
				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: 09/02/24	09/08/24	-----S		1				\$800.00		0.00			
N 19	WICU	09/03/24	09/09/24	Network Late Night Show	CM	11:35 PM-12:35 AM	XIMTWTF--	:30	5	\$240.00	P-01	0.00	NM	5	\$1,200.00
				Tonight Show w/Jimmy Fallon		(11:35 PM-12:35 AM)									
				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: 09/03/24	09/09/24	MTWTF--		5				\$240.00		0.00			
N 20	WICU	09/07/24	09/07/24	Saturday Night Live	CM	11:30 PM-1:00 AM	XM-----S-	:30	1	\$700.00	P-01	0.00	NM	1	\$700.00
				Saturday Night Live		(11:30 PM-1:00 AM)									
				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: 09/02/24	09/08/24	-----S-		1				\$700.00		0.00			
N 21	WICU	09/08/24	09/08/24	Sun 11:30p-12a	CM	11:30 PM-12:00 AM	XI-----S	:30	1	\$120.00	P-01	0.00	NM	1	\$120.00
				Inside Edition		(11:30 PM-12:00 AM)									
				Inside Edition											
		<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	-----S		1				\$120.00		0.00			
N 22	WICU	09/05/24	09/05/24	NFL Thu In Game	CM	8:20 PM-11:30 PM	PM---T---	:30	1	\$6,000.00	P-01	0.00	NM	1	\$6,000.00
				NFL Kick-off Game		(8:20 PM-11:30 PM)									
				NFL Kickoff Game-NBC											
		<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	---T---		1				\$6,000.00		0.00			
N 23	WICU	09/07/24	09/07/24	Big Ten Football	CM	7:30 PM-11:00 PM	PM-----S-	:30	1	\$1,400.00	P-01	0.00	NM	1	\$1,400.00
				Big Ten Football		(7:30 PM-11:00 PM)									
				Big Ten Football Prime-NBC											
		<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	-----S-		1				\$1,400.00		0.00			
N 24	WICU	09/08/24	09/08/24	NFL Reg Season Pre Game	CM	7:00 PM-8:20 PM	PM-----S	:30	1	\$2,000.00	P-01	0.00	NM	1	\$2,000.00
				Football Night in America		(7:00 PM-8:20 PM)									
				Football Night in America											
		<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	-----S		1				\$2,000.00		0.00			
N 25	WICU	09/08/24	09/08/24	NFL Reg Season In Game	CM	8:20 PM-11:30 PM	PM-----S	:30	1	\$15,000.00	P-01	0.00	NM	1	\$15,000.00
				SNF-Steelers		(8:20 PM-11:30 PM)									
				Sunday Night Football-Steelers											
		<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	-----S		1				\$15,000.00		0.00			

Totals 52 \$47,400.00