

ORDER



Orders
Order / Rev: 1280795
Alt Order #: WOC14619525
Product Desc: TV
Estimate: 13106
Flight Dates: 10/29/24 - 11/04/24
Original Date / Rev: 04/15/24 / 04/15/24
Order Type: GENERAL

WEWS

Primary AE: Margie MacDonald
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact: Rick Weiner
 3050 K Street NW
 Washington, DC 20007

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

Advertiser Name: House Majority PAC
Demographic: A35+
Product Codes: Non-Ballot Issue
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-2

New Business End:
Advertiser External ID: 215649
Agency External ID: 123989
Unit Code: General
Order Separation: 00:10:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/28/24	11/04/24	118	\$226,800.00	\$192,780.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2024	118	\$226,800.00	\$192,780.00	0.00
Totals	118	\$226,800.00	\$192,780.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald			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	WEWS	10/29/24	11/04/24	M-F 5-6am GMC M-F 5-6am GMC (Program: GOOD MORNING CLEVELAND 5A) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Good Morning Cleveland Mo-Fr 5a	CM	5-6am	MTWTF--	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/24	11/04/24	MTWTF--		6		\$600.00		0.00					
N 2	WEWS	10/29/24	11/04/24	M-F 6-7am GMC M-F 6-7am GMC (Program: GOOD MORNING CLEVELAND 6A) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Good Morning Cleveland Mo-Fr 6a	CM	6-7am	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/24	11/04/24	MTWTF--		5		\$1,500.00		0.00					
N 3	WEWS	10/29/24	11/04/24	M-F 7-9am GMA M-F 7-9am GMA (Program: GOOD MORNING AMERICA) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Good Morning America Mo-Fr 7a	CM	7-9am	MTWTF--	:30	12	\$2,000.00	P-2	0.00	NM	12	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/24	11/04/24	MTWTF--		12		\$2,000.00		0.00					
N 4	WEWS	10/29/24	11/02/24	SA 7-8am GMA SA 7-8am GMA (Program: GOOD MORNING AMERICA SA 7A) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Good Morning America Sa 7a	CM	7-8am	-----S-	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

Order / Rev: 1280795
 Alt Order #: WOC14619525
 Flight Dates: 10/29/24 - 11/04/24

Advertiser: House Majority PAC
 Product Desc: TV
 Estimate: 13106
WEWS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WEWS	10/29/24	11/02/24	SA 8-9am News	CM	8-9am	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$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:		10/28/24	11/03/24	-----S-		2				\$1,500.00		0.00			
		(Program: GOOD MORNING CLEVELAND SA 8A) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Good Morning Cleveland Sa 8a													
N 6	WEWS	10/29/24	11/03/24	SU 7-8am GMA	CM	7-8am	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$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:		10/28/24	11/03/24	-----S		1				\$1,500.00		0.00			
		(Program: GOOD MORNING AMERICA SU 7A) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Good Morning America Su 7a													
N 7	WEWS	10/29/24	11/03/24	SU 8-9am News	CM	8-9am	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$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:		10/28/24	11/03/24	-----S		1				\$1,500.00		0.00			
		(Program: GOOD MORNING CLEVELAND SU 8A) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Good Morning Cleveland Su 8a													
N 8	WEWS	10/29/24	11/03/24	SU 9-10am This Week	CM	9-10am	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/28/24	11/03/24	-----S		1				\$7,000.00		0.00			
		(Program: THIS WEEK SU 9A) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of This Week Su 9a													
N 9	WEWS	10/29/24	11/04/24	M-F 10-11am	CM	10-11am	MTWTF--	:30	5	\$700.00	P-2	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:		10/29/24	11/04/24	MTWTF--		5				\$700.00		0.00			
		(Program: SHERRI) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Sherri Shephard													
N 10	WEWS	10/29/24	11/04/24	M-F 11am-12pm	CM	11am-12pm	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--		5				\$1,500.00		0.00			
		(Program: THE VIEW) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of The View													
N 11	WEWS	10/29/24	11/04/24	M-F 12-1230pm News	CM	12-1230pm	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--		5				\$1,500.00		0.00			
		(Program: NEWS 5 AT NOON) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ACTUAL Nov/2022 Mo-Fr 12:00p-12:30p TIME PERIOD ON WEWS													
N 12	WEWS	10/29/24	11/04/24	M-F 1-2pm	CM	1-2pm	MTWTF--	:30	2	\$700.00	P-2	0.00	NM	2	\$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:		10/29/24	11/04/24	MTWTF--		2				\$700.00		0.00			
		(Program: GMA3) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of GMA3													
N 13	WEWS	10/29/24	11/04/24	M-F 2-3pm	CM	2-3pm	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--		5				\$500.00		0.00			
		(Program: TAMRON HALL SHOW) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Tamron Hall													
N 14	WEWS	10/29/24	11/04/24	M-F 3-4pm	CM	3-4pm	MTWTF--	:30	10	\$3,500.00	P-2	0.00	NM	10	\$35,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--		10				\$3,500.00		0.00			
		(Program: GENERAL HOSPITAL) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of General Hospital													
N 15	WEWS	10/29/24	11/04/24		CM	4-5pm	MTWTF--	:30	7	\$1,500.00	P-2	0.00	NM	7	\$10,500.00

Order / Rev: 1280795
 Alt Order #: WOC14619525
 Flight Dates: 10/29/24 - 11/04/24

Advertiser: House Majority PAC
 Product Desc: TV
 Estimate: 13106

WEWS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4-5pm M-F 4-5pm											
				(Program: NEWS 5 AT 4P) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of News 5 Mo-Fr 4p											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/29/24 11/04/24 MTWTF-- 7 \$1,500.00 0.00											
N 16	WEWS	10/29/24	11/04/24	M-F 5-6pm News M-F 5-6pm News	CM	5-6pm	MTWTF--	:30	8	\$2,000.00	P-2	0.00	NM	8	\$16,000.00
				(Program: NEWS 5 AT 5P) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of News 5 Mo-Fr 5p											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/29/24 11/04/24 MTWTF-- 8 \$2,000.00 0.00											
N 17	WEWS	10/29/24	11/04/24	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	MTWTF--	:30	5	\$4,000.00	P-2	0.00	NM	5	\$20,000.00
				(Program: NEWS 5 AT 6P) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of News 5 Mo-Fr 6p											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/29/24 11/04/24 MTWTF-- 5 \$4,000.00 0.00											
N 18	WEWS	10/29/24	11/04/24	ABC World News M-F ABC World News M-F	CM	630-7pm	MTWTF--	:30	2	\$10,000.00	P-1	0.00	NM	2	\$20,000.00
				(Program: ABC WORLD NEWS) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of ABC World News Tognight Mo-Fr 12p											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/29/24 11/04/24 MTWTF-- 2 \$10,000.00 0.00											
N 19	WEWS	10/29/24	11/04/24	M-F 7-730pm M-F 7-730pm	CM	7-730pm	MTWTF--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
				(Program: SCRIPPS NEWS THE DEBRIEF) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - Estimate is based on 4Q22 average of the same TP											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/29/24 11/04/24 MTWTF-- 5 \$2,000.00 0.00											
N 20	WEWS	10/29/24	11/03/24	SU 6-630pm News SU 6-630pm News	CM	6-630pm	-----S	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
				(Program: NEWS 5 AT 6P SUN) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of News 5 Su 6p											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/28/24 11/03/24 -----S 1 \$4,000.00 0.00											
N 21	WEWS	10/29/24	11/04/24	M-F 730-8pm M-F 730-8pm	CM	730-8pm	MTWTF--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
				(Program: ACCESS HOLLYWOOD) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Access											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/29/24 11/04/24 MTWTF-- 5 \$2,000.00 0.00											
N 29	WEWS	10/29/24	11/04/24	M-SU 11-1135pm News M-SU 11-1135pm News	CM	11-1135pm	MTWTFSS	:30	6	\$3,000.00	P-2	0.00	NM	6	\$18,000.00
				(Program: NEWS 5 AT 11P M-SU) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of News 5 Mo-Su 11p											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/29/24 11/04/24 MTWTFSS 6 \$3,000.00 0.00											
N 30	WEWS	10/29/24	11/04/24	Kimmel 1135pm Kimmel 1135pm	CM	1135pm-1237am	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
				(Program: JIMMY KIMMEL LIVE) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Jimmy Kimmel											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/29/24 11/04/24 MTWTF-- 5 \$600.00 0.00											
N 31	WEWS	10/29/24	11/04/24	Nightline 1237am Nightline 1237am	CM	1237-107am	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
				(Program: NIGHTLINE) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of ABC News Nightline											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/29/24 11/04/24 MTWTF-- 5 \$400.00 0.00											
N 32	WEWS	10/29/24	11/04/24	M-F 107-207am M-F 107-207am	CM	107-207am	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
				(Program: ACCESS LIVE)											

Order / Rev: 1280795
 Alt Order #: WOC14619525
 Flight Dates: 10/29/24 - 11/04/24

Advertiser: House Majority PAC
 Product Desc: TV
 Estimate: 13106

WEWS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Access Live															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--			5			\$200.00		0.00			
N 33	WEWS	10/29/24	11/02/24	SA 1205-135am SA 1205-135am	CM	SA 1135pm-135am	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
(Program: ACCESS HOLLYWOOD)															
4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Access Hollywood Sat															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/28/24	11/03/24	-----S-			1			\$300.00		0.00			
N 36	WEWS	10/29/24	11/03/24	Browns Countdown Browns Countdown	CM	Various 10a-8p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
(Program: NFL BROWNS COUNTDOWN 10:30A 24)															
4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - Sep'22-Dec'22 average of Browns Countdown															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/28/24	11/03/24	-----S			1			\$3,000.00		0.00			
N 37	WEWS	10/29/24	11/03/24	Browns Town Live Browns Town Live	CM	1135pm-12am	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
(Program: NFL BROWNS TOWN LIVE 2024)															
4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - Sep'22-Dec'22 average of Browns Town Live															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/28/24	11/03/24	-----S			1			\$2,000.00		0.00			
													Totals	118	\$226,800.00