

ORDER



Orders
Order / Rev: 1280782
Alt Order #: WOC14619517
Product Desc: TV
Estimate: 13104
Flight Dates: 10/15/24 - 10/21/24
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
09/30/24	10/21/24	82	\$176,800.00	\$150,280.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	82	\$176,800.00	\$150,280.00	0.00
Totals	82	\$176,800.00	\$150,280.00	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	10/15/24	10/21/24	M-F 5-6am GMC M-F 5-6am GMC	CM	5-6am	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
(Program: GOOD MORNING CLEVELAND 5A) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Good Morning Cleveland Mo-Fr 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/24 10/21/24 MTWTF-- 2 \$600.00 0.00															
N 2	WEWS	10/15/24	10/21/24	M-F 6-7am GMC M-F 6-7am GMC	CM	6-7am	MTWTF--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
(Program: GOOD MORNING CLEVELAND 6A) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Good Morning Cleveland Mo-Fr 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/24 10/21/24 MTWTF-- 3 \$1,500.00 0.00															
N 3	WEWS	10/15/24	10/21/24	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	MTWTF--	:30	7	\$2,000.00	P-2	0.00	NM	7	\$14,000.00
(Program: GOOD MORNING AMERICA) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Good Morning America Mo-Fr 7a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/24 10/21/24 MTWTF-- 7 \$2,000.00 0.00															
N 4	WEWS	10/15/24	10/19/24	SA 7-8am GMA SA 7-8am GMA	CM	7-8am	-----S-	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
(Program: GOOD MORNING AMERICA SA 7A) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Good Morning America Sa 7a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															

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WEWS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WEWS	10/15/24	10/19/24	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:		10/14/24	10/20/24	-----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													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/14/24	10/20/24	-----S-		1				\$1,500.00		0.00			
N 6	WEWS	10/15/24	10/20/24	SU 7-8am GMA	CM	7-8am	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		(Program: GOOD MORNING AMERICA SU 7A) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Good Morning America Su 7a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/14/24	10/20/24	-----S		1				\$1,500.00		0.00			
N 7	WEWS	10/15/24	10/20/24	SU 9-10am This Week	CM	9-10am	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		(Program: THIS WEEK SU 9A) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of This Week Su 9a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/14/24	10/20/24	-----S		1				\$7,000.00		0.00			
N 8	WEWS	10/15/24	10/21/24	M-F 10-11am	CM	10-11am	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		(Program: SHERRI) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Sherri Shephard													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--		5				\$700.00		0.00			
N 9	WEWS	10/15/24	10/21/24	M-F 11am-12pm	CM	11am-12pm	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		(Program: THE VIEW) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of The View													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--		5				\$1,500.00		0.00			
N 10	WEWS	10/15/24	10/21/24	M-F 12-1230pm News	CM	12-1230pm	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		(Program: NEWS 5 AT NOON) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ACTUAL Nov/2022 Mo-Fr 12:00p-12:30p TIME PERIOD ON WEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--		5				\$1,500.00		0.00			
N 11	WEWS	10/15/24	10/21/24	M-F 1-2pm	CM	1-2pm	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		(Program: GMA3) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of GMA3													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--		3				\$700.00		0.00			
N 12	WEWS	10/15/24	10/21/24	M-F 2-3pm	CM	2-3pm	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		(Program: TAMRON HALL SHOW) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of Tamron Hall													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--		5				\$500.00		0.00			
N 13	WEWS	10/15/24	10/21/24	M-F 3-4pm	CM	3-4pm	MTWTF--	:30	3	\$3,500.00	P-2	0.00	NM	3	\$10,500.00
		(Program: GENERAL HOSPITAL) 4Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 4Q22 average of General Hospital													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--		3				\$3,500.00		0.00			
N 14	WEWS	10/15/24	10/21/24	M-F 4-5pm	CM	4-5pm	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		(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:		10/15/24	10/21/24	MTWTF--		5				\$1,500.00		0.00			
N 15	WEWS	10/15/24	10/21/24		CM	5-6pm	MTWTF--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00

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WEWS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6pm News M-F 5-6pm News											
				(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:		10/15/24	10/21/24	MTWTF--		5				\$2,000.00		0.00			
N 16	WEWS	10/15/24	10/21/24	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:		10/15/24	10/21/24	MTWTF--		5				\$4,000.00		0.00			
N 17	WEWS	10/15/24	10/21/24	ABC World News M-F ABC World News M-F	CM	630-7pm	MTWTF--	:30	3	\$10,000.00	P-1	0.00	NM	3	\$30,000.00
				(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:		10/15/24	10/21/24	MTWTF--		3				\$10,000.00		0.00			
N 18	WEWS	10/15/24	10/21/24	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:		10/15/24	10/21/24	MTWTF--		5				\$2,000.00		0.00			
N 19	WEWS	10/15/24	10/20/24	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:		10/14/24	10/20/24	-----S		1				\$4,000.00		0.00			
N 20	WEWS	10/15/24	10/21/24	M-F 730-8pm M-F 730-8pm	CM	730-8pm	MTWTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
				(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:		10/15/24	10/21/24	MTWTF--		3				\$2,000.00		0.00			
N 26	WEWS	10/15/24	10/21/24	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:		10/15/24	10/21/24	MTWTFSS		6				\$3,000.00		0.00			
N 27	WEWS	10/15/24	10/21/24	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:		10/15/24	10/21/24	MTWTF--		5				\$600.00		0.00			
N 30	WEWS	10/15/24	10/20/24	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:		10/14/24	10/20/24	-----S		1				\$2,000.00		0.00			

Totals 82 \$176,800.00