

# ORDER



**WMLW-TV**

**Orders**  
**Order / Rev:** 457963  
**Alt Order #:** 10780434  
**Product Desc:** FF USA ACTION  
**Estimate:** 13279  
**Flight Dates:** 10/15/24 - 10/21/24  
**Original Date / Rev:** 05/16/24 / 05/16/24  
**Order Type:** GENERAL

**Primary AE:** Nick Welte  
**Sales Office:** HPHIL  
**Sales Region:** NAT

**Agency Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:** Nicole Meade  
 3050 K Street NW  
 Washington, DC 20007

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

**Advertiser Name:** Issue/Future Forward USA Action  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** P-2

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/30/24	10/21/24	26	\$3,210.00	\$2,728.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	26	\$3,210.00	\$2,728.50	0.00
<b>Totals</b>	<b>26</b>	<b>\$3,210.00</b>	<b>\$2,728.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WMLW-TV	1%	\$3,210.00
Market	100%	\$321,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WDJT	22%	\$70,620.00
WISN	28%	\$89,880.00
WITI	34%	\$109,140.00
WPXE	0%	\$0.00
WTMJ	15%	\$48,150.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WMLW	10/15/24	10/21/24	9am-10am	CM	9a-10a	MTWTF--	:30	3	\$60.00	P-2	0.00	NM	3	\$180.00
Equal Justice/The Verdict															
		<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		\$60.00		0.00					
N 2	WMLW	10/15/24	10/21/24		CM	10a-11a	MTWTF--	:30	3	\$60.00	P-2	0.00	NM	3	\$180.00

Order / Rev: 457963  
 Alt Order #: 10780434  
 Flight Dates: 10/15/24 - 10/21/24

Advertiser: Issue/Future Forward USA Action  
 Product Desc: FF USA ACTION  
 Estimate: 13279

WMLW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				10am-11am Couples Court/Couples Court											
		<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				\$60.00		0.00			
N 3	WMLW	10/15/24	10/21/24	11am-12pm We the People/We the People	CM	11a-12p	MTWTF--	:30	3	\$60.00	P-2	0.00	NM	3	\$180.00
		<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				\$60.00		0.00			
N 4	WMLW	10/15/24	10/21/24	12pm-1pm Judge Mathis	CM	12p-1p	MTWTF--	:30	3	\$70.00	P-2	0.00	NM	3	\$210.00
		<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				\$70.00		0.00			
N 5	WMLW	10/15/24	10/21/24	1pm-2pm People's Court	CM	1p-2p	MTWTF--	:30	3	\$70.00	P-2	0.00	NM	3	\$210.00
		<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				\$70.00		0.00			
N 6	WMLW	10/15/24	10/21/24	2pm-3pm Justice For The People with Jud	CM	2p-3p	MTWTF--	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
		<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				\$100.00		0.00			
N 7	WMLW	10/15/24	10/21/24	3pm-4pm Mathis Court/Mathis Court	CM	3p-4p	MTWTF--	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<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				\$150.00		0.00			
N 8	WMLW	10/15/24	10/21/24	M-F 7p-8p Dateline / 7p-8p	CM	7p-8p	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<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				\$350.00		0.00			
N 9	WMLW	10/15/24	10/21/24	M-F 8p-9p 48 Hours	CM	8p-9p	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<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				\$350.00		0.00			
N 10	WMLW	10/20/24	10/20/24	Sun 4p-5p Law & Order SVU	CM	Su 4p-5p	-----1	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/20/24	10/26/24	-----1		1				\$100.00		0.00			
													Totals	26	\$3,210.00