

ORDER



Orders

Order / Rev:

1264373

Alt Order #:

WOC14528010

Product Desc:

Issue

Estimate:

12907

Flight Dates:

10/15/24 - 10/21/24

Original Date / Rev:

03/11/24 / 03/11/24

Order Type:

GENERAL

TODAY'S TMJ4

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:

WinSenate

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:

280053

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	137	\$159,250.00	\$135,362.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	137	\$159,250.00	\$135,362.50	0.00
Totals	137	\$159,250.00	\$135,362.50	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	WTMJ	10/15/24	10/21/24	4-5am Early Today 4-5am Early Today	CM	4:00 XM-4:30 XM (4:00 XM-4:30 XM)	MTWT--S	:30	5	\$75.00	P-2	0.00	NM	5	\$375.00
(Program: EARLY TODAY-NBC) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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	MTWT--S			5			\$75.00		0.00			
N 2	WTMJ	10/15/24	10/21/24	4-5am Early Today 4-5am Early Today	CM	4-5am (4:30 XM-5:00 XM)	MTWT--S	:30	5	\$75.00	P-2	0.00	NM	5	\$375.00
(Program: EARLY TODAY-NBC) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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	MTWT--S			5			\$75.00		0.00			
N 3	WTMJ	10/15/24	10/21/24	5-6am Daybreak Early 5-6am Daybreak Early	CM	5-6am	MTWTF--	:30	10	\$175.00	P-2	0.00	NM	10	\$1,750.00
(Program: TMJ4 NEWS TODAY 5AM) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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--			10			\$175.00		0.00			
N 4	WTMJ	10/15/24	10/21/24	6-7am Live at Daybreak 6-7am Live at Daybreak	CM	6-7am	MTWTF--	:30	10	\$500.00	P-2	0.00	NM	10	\$5,000.00
(Program: TMJ4 NEWS TODAY 6AM) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 1264373
Alt Order #: WOC14528010
Flight Dates: 10/15/24 - 10/21/24

Advertiser: WinSenate
Product Desc: Issue
Estimate: 12907

TODAY'S TMJ4

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<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--			10		\$500.00	0.00					
N 5	WTMJ	10/15/24	10/21/24	M-F 7-9am Today Show 7-9am Today Show	CM	7-9am	MTWTF--	:30	10	\$750.00	P-2	0.00	NM	10	\$7,500.00
(Program: TODAY SHOW) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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--			10		\$750.00	0.00					
N 6	WTMJ	10/15/24	10/19/24	SA 5-7am Daybreak SA 5-7am Daybreak	CM	5-7am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
(Program: TMJ4 NEWS TODAY SAT) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		\$175.00	0.00					
N 7	WTMJ	10/15/24	10/19/24	Saturday Today Show Saturday Today Show	CM	7-9am	-----S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
(Program: SAT TODAY-NBC) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		\$375.00	0.00					
N 8	WTMJ	10/15/24	10/20/24	SU 5-7am Daybreak SU 5-7am Daybreak	CM	5-7am	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
(Program: TMJ4 NEWS TODAY SUN) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		\$175.00	0.00					
N 9	WTMJ	10/15/24	10/20/24	Sunday Today Show Sunday Today Show	CM	7-8am	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
(Program: SUN TODAY-NBC) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		\$600.00	0.00					
N 10	WTMJ	10/15/24	10/20/24	Meet The Press Meet The Press	CM	8-9am	-----S	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00
(Program: MEET PRESS-SUN) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		\$1,250.00	0.00					
N 11	WTMJ	10/15/24	10/21/24	9-10am Morning Blend 9-10am Morning Blend	CM	9-10am	MTWTF--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
(Program: MORNING BLEND) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		\$125.00	0.00					
N 12	WTMJ	10/15/24	10/21/24	M-F 10-11am Today II 10-11am Megyn Kelly Today	CM	10-11am	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
(Program: TODAY THIRD HOUR) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		\$200.00	0.00					
N 13	WTMJ	10/15/24	10/21/24	M-F 11am-12pm Hoda/J&M 11am-12pm Hoda/Jenna	CM	11am-12pm	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
(Program: TODAY WITH HODA & JENNA) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		\$200.00	0.00					
N 14	WTMJ	10/15/24	10/21/24	M-F 12-1pm News ROT 12-1pm News ROT	CM	12-1pm	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
(Program: LIVE AT 12-1P NEWS) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		\$450.00	0.00					
N 15	WTMJ	10/15/24	10/21/24		CM	3-4pm	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4pm M-F 3-4pm (Program: KELLY CLARKSON) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022											
				<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 \$250.00 0.00											
N 16	WTMJ	10/15/24	10/21/24	M-F 4-5pm News M-F 4-5pm News (Program: TMJ4 NEWS AT 4PM) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	4:00 PM-4:30 PM (4:00 PM-4:30 PM)	MTWTF--	:30	5	\$550.00	P-1	0.00	NM	5	\$2,750.00
				<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-- 5 \$550.00 0.00											
N 17	WTMJ	10/15/24	10/21/24	M-F 4-5pm News M-F 4-5pm News (Program: TMJ4 NEWS AT 4PM) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	4-5pm	MTWTF--	:30	5	\$500.00	P-1	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: 10/15/24 10/21/24 MTWTF-- 5 \$500.00 0.00											
N 18	WTMJ	10/15/24	10/21/24	M-F 4-5pm News M-F 4-5pm News (Program: TMJ4 NEWS AT 4PM) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	MTWTF--	:30	5	\$600.00	P-1	0.00	NM	5	\$3,000.00
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/15/24 10/21/24 MTWTF-- 5 \$600.00 0.00											
N 19	WTMJ	10/15/24	10/21/24	5-530pm Live at 5 News 5-530pm Live at 5 News (Program: TMJ4 NEWS AT 5PM) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	5-530pm	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/15/24 10/21/24 MTWTF-- 5 \$800.00 0.00											
N 20	WTMJ	10/15/24	10/21/24	M-F NBC Nightly News M-F NBC Nightly News (Program: NBC NITELY NWS) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	530-6pm	MTWTF--	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/15/24 10/21/24 MTWTF-- 2 \$5,000.00 0.00											
N 21	WTMJ	10/15/24	10/21/24	6-630pm Live at 6pm News 6-630pm Live at 6pm News (Program: TMJ4 NEWS AT 6PM) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	6-630pm	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/15/24 10/21/24 MTWTF-- 5 \$1,000.00 0.00											
N 22	WTMJ	10/15/24	10/19/24	SA 5-530pm Live at 5 SA 5-530pm Live at 5 (Program: TMJ4 NEWS AT 5PM SAT) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	5-530pm	-----S-	:30	1	\$525.00	P-3	0.00	NM	1	\$525.00
				<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- 1 \$525.00 0.00											
N 23	WTMJ	10/15/24	10/19/24	SAT NBC Nightly News SAT NBC Nightly News (Program: NBC-NWS SAT) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	530-6p	-----S-	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/14/24 10/20/24 -----S- 1 \$5,000.00 0.00											
N 24	WTMJ	10/15/24	10/19/24	SA 6-630pm Live at 6 SA 6-630pm Live at 6 (Program: TMJ4 NEWS AT 6PM SAT) 4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022	CM	6-630pm	-----S-	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
				<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- 1 \$550.00 0.00											
N 25	WTMJ	10/15/24	10/20/24	SU 5-530pm Live at 5 SU 5-530pm Live at 5 (Program: TMJ4 NEWS AT 5PM SUN)	CM	5-530pm	-----S	:30	1	\$525.00	P-3	0.00	NM	1	\$525.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		10/14/24	10/20/24	-----S					1	\$525.00		0.00			
N 26	WTMJ	10/15/24	10/21/24	Milwaukee Tonight	CM	630-7pm	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
				Milwaukee Tonight											
				(Program: MILWAUKEE TONIGHT)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		10/15/24	10/21/24	MTWTF--					5	\$700.00		0.00			
N 27	WTMJ	10/15/24	10/21/24	M-F Live at 10pm News	CM	10-1035pm	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
				M-F Live at 10pm News											
				(Program: TMJ4 NEWS AT 10PM)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		10/15/24	10/21/24	MTWTF--					5	\$1,000.00		0.00			
N 28	WTMJ	10/15/24	10/19/24	SA Live at 10pm News	CM	10-1030pm	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				SA Live at 10pm News											
				(Program: TMJ4 NEWS AT 10PM SAT)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		10/14/24	10/20/24	-----S-					1	\$1,000.00		0.00			
N 29	WTMJ	10/15/24	10/20/24	SU Live at 10pm News	CM	10-1035pm	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
				SU Live at 10pm News											
				(Program: LIVE AT 10PM AFTER NFL)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on Late News after NFL Sep21-Jan22 and Sep22-Jan23															
		<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		10/14/24	10/20/24	-----S					1	\$1,000.00		0.00			
N 30	WTMJ	10/15/24	10/21/24	Tonight Show	CM	1035-1137pm	MTWTF--	:30	5	\$500.00	P-3	0.00	NM	5	\$2,500.00
				Tonight Show											
				(Program: TONITE SHW-NBC)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		10/15/24	10/21/24	MTWTF--					5	\$500.00		0.00			
N 31	WTMJ	10/15/24	10/21/24	Late Night	CM	1137pm-1237am	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
				Late Night											
				(Program: SETH MEYERS LATE NIGHT)											
4Q24 COMSCORE (sell) - MILWAUKEE - Estimate is based on 4th Q 2022															
		<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		10/15/24	10/21/24	MTWTF--					5	\$200.00		0.00			
N 32	WTMJ	10/15/24	10/21/24	Monday Prime A	CM	7-8p/7-9p	M-----	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
				Monday NBC Prime A											
				(Program: THE VOICE)											
4Q24 COMSCORE (sell) - MILWAUKEE															
		<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		10/15/24	10/21/24	M-----					1	\$5,000.00		0.00			
N 33	WTMJ	10/15/24	10/15/24	Tuesday Prime A	CM	7-8p/7-9p	-T-----	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
				Tuesday NBC Prime A											
				(Program: THE VOICE)											
4Q24 COMSCORE (sell) - MILWAUKEE															
		<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		10/14/24	10/20/24	-T-----					1	\$5,000.00		0.00			
N 34	WTMJ	10/15/24	10/16/24	Wednesday Prime A	CM	7-8p/7-9p	--W----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
				Wednesday NBC Prime A											
				(Program: CHICAGO MED)											
4Q24 COMSCORE (sell) - MILWAUKEE															
		<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		10/14/24	10/20/24	--W----					1	\$4,000.00		0.00			
N 35	WTMJ	10/15/24	10/16/24	Wednesday Prime C	CM	9-10pm	--W----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
				Wednesday NBC Prime C											
				(Program: CHICAGO PD)											
4Q24 COMSCORE (sell) - MILWAUKEE															
		<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		10/14/24	10/20/24	--W----					1	\$4,000.00		0.00			

TODAY'S TMJ4

Totals	137	\$159,250.00
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