

ORDER



Orders
Order / Rev: 686152
 Alt Order #: 28390694
 Product Desc: TV
 Estimate: 13106
 Flight Dates: 10/29/24 - 11/04/24
 Original Date / Rev: 04/10/24 / 04/10/24
 Order Type: GENERAL

ABC - Palm Springs, CA

Primary AE: Karl Duesterhaus
 Sales Office: K-WDC
 Sales Region: NAT

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

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

Advertiser Name: ISS/House Majority Pac
 Demographic: A18+
 Product Codes: PL02
 Revenue Code 1: AGY
 Revenue Code 2: POL
 Revenue Code 3: ISSUE
 Priority: P-1

New Business End:
 Advertiser External ID: 1010931
 Agency External ID: 4018254
 Unit Code: General
 Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/28/24	11/04/24	81	\$61,040.00	\$51,884.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2024	81	\$61,040.00	\$51,884.00	0.00
Totals	81	\$61,040.00	\$51,884.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Karl Duesterhaus			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	KESQ	10/29/24	11/04/24	EM M-F 5-6A EM M-F 5-6A	CM	5:00 - 6:00 AM	MTWTF--	:30	3	\$240.00	P-1	0.00	NM	3	\$720.00
		<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--					3	\$240.00		0.00			
N 2	KESQ	10/29/24	11/04/24	EM M-F 6-7A Newschannel 3 in the Morning	CM	6-7a	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$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: 10/29/24	11/04/24	MTWTF--					3	\$1,000.00		0.00			
N 3	KESQ	10/29/24	11/04/24	M-F 7-9A Good Morning America	CM	7-9A	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$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: 10/29/24	11/04/24	MTWTF--					3	\$1,000.00		0.00			
N 4	KESQ	11/02/24	11/02/24	SA 7-8A GMA Saturday	CM	7:00 - 8:00 AM (7:00 AM-8:00 AM)	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/28/24	11/03/24	-----S-					1	\$600.00		0.00			
N 5	KESQ	11/02/24	11/02/24	EM (SA-SU) 8-9a Newschannel 3 Weekend 8a	CM	8-9a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00

Order / Rev: 686152
 Alt Order #: 28390694
 Flight Dates: 10/29/24 - 11/04/24

Advertiser: ISS/House Majority Pac
 Product Desc: TV
 Estimate: 13106

ABC - Palm Springs, CA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Newschannel 3 Morn News-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			\$400.00			0.00			
N 6	KESQ	11/03/24	11/03/24	SA-SU 7-8A Good Morning America weekend	CM	7-8a	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
GMA Sunday															
		<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			\$600.00			0.00			
N 7	KESQ	11/03/24	11/03/24	EM (SA-SU) 8-9a Newschannel 3 Weekend 8a	CM	8-9a	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
Newschannel 3-Sun Morning															
		<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			\$400.00			0.00			
N 8	KESQ	10/29/24	11/04/24	M-F 9-10A Live With Kelly and Mark	CM	9:00 - 10:00 AM	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
Live With Kelly & Mark															
		<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--		3			\$400.00			0.00			
N 9	KESQ	10/29/24	11/04/24	M-F 10-11A The View	CM	10:00 - 11:00 AM	MTWTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
The View															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--		3			\$600.00			0.00			
N 10	KESQ	10/29/24	11/04/24	M-F 11A-12P The Jennifer Hudson Show	CM	11:00 AM - 12:00	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
Rachael Ray															
		<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--		3			\$400.00			0.00			
N 11	KESQ	10/29/24	11/04/24	M-F 12-1P News Channel 3 at Noon	CM	12:00 - 1:00 PM	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
Newschannel 3 at Noon															
		<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--		3			\$400.00			0.00			
N 12	KESQ	10/29/24	11/04/24	M-F 1-2P GMA3: What You Need to Know	CM	1:00 - 2:00 PM	MTWTF--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
GMA3: What You Need To Know															
		<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			\$600.00			0.00			
N 13	KESQ	10/29/24	11/04/24	M-F 2-3P General Hospital	CM	2:00 - 3:00 PM	MTWTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
General Hospital															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/24	11/04/24	MTWTF--		3			\$600.00			0.00			
N 14	KESQ	11/03/24	11/03/24	SU 9-10A This Week W/George Stephanop	CM	9:00 - 10:00 AM	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
This Week															
		<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			\$1,200.00			0.00			
N 15	KESQ	10/29/24	11/04/24	M-F 3-4P The Kelly Clarkson Show	CM	3:00 - 4:00 PM	MTWTF--	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00
The Kelly Clarkson Show															
		<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--		4			\$200.00			0.00			
N 16	KESQ	11/03/24	11/03/24	SU 5-530P Inside Edition	CM	5-530P	-----S	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
Inside Edition															
		<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			\$200.00			0.00			
N 17	KESQ	11/03/24	11/03/24	SU 630-7P Desert Chat	CM	6:30 - 7:00 PM (6:30 PM-7:00 PM)	-----S	:30	1	\$280.00	P-1	0.00	NM	1	\$280.00
Desert Chat															

Order / Rev: 686152
 Alt Order #: 28390694
 Flight Dates: 10/29/24 - 11/04/24

Advertiser: ISS/House Majority Pac
 Product Desc: TV
 Estimate: 13106

ABC - Palm Springs, CA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 18	KESQ	10/29/24	11/04/24	EN M-F 4-5P EN M-F 4-5P	CM	4:00 PM - 5:00 PM	MTWTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		Newschannel 3 @ 4PM													
		<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			\$280.00			0.00			
N 19	KESQ	10/29/24	11/04/24	EN M-F 5-530P Newschannel 3 Live at Five	CM	5-530p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		Newschannel 3 @ 5PM													
		<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--		3			\$800.00			0.00			
N 20	KESQ	10/29/24	11/04/24	EN M-F 530-6P ABC World News Tonight with C	CM	5:30 PM - 6:00 PM	MTWTF--	:30	3	\$2,400.00	P-1	0.00	NM	3	\$7,200.00
		ABC World News													
		<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--		3			\$2,400.00			0.00			
N 21	KESQ	10/29/24	11/04/24	EN M-F 6-630P Newschannel 3 at 6	CM	6-630p	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	3	\$4,800.00
		Newschannel 3 @ 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--		3			\$1,600.00			0.00			
N 22	KESQ	11/02/24	11/02/24	EN SA 6-630P EN SA 6-630P	CM	6:00 - 6:30 PM	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		Newschannel 3 @ 6P 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			\$600.00			0.00			
N 23	KESQ	11/03/24	11/03/24	SU 530-6P World News SU 528-6P World News	CM	SU 528-6P World	-----S	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		ABC World News-Sunday													
		<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			\$1,600.00			0.00			
N 24	KESQ	11/03/24	11/03/24	EN SU 6-630P Newschannel 3 at 6	CM	6:00 - 6:30 PM	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		Newschannel 3 @ 6P Sun													
		<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			\$600.00			0.00			
N 25	KESQ	10/29/24	11/04/24	M-F 630-7P Inside Edition	CM	6:30 - 7:00 PM	MTWTF--	:30	3	\$720.00	P-1	0.00	NM	3	\$2,160.00
		Inside Edition													
		<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--		3			\$720.00			0.00			
N 26	KESQ	10/29/24	11/04/24	M-F 7-730P Entertainment Tonight	CM	7:00 - 7:30 PM	MTWTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		Extra													
		<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--		3			\$600.00			0.00			
N 27	KESQ	10/29/24	11/04/24	M-F 730-8P Access Hollywood	CM	7:30 - 8:00 PM	MTWTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		Access Hollywood													
		<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--		3			\$600.00			0.00			
N 28	KESQ	10/29/24	11/04/24	LN M-F 11-1135P News Channel 3 at 11	CM	11:00 - 11:35 PM	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		Newschannel 3 @ 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	MTWTF--		3			\$400.00			0.00			
N 29	KESQ	11/02/24	11/02/24	LN SA 11-1130P Newschannel 3 at 11	CM	11:00 - 11:30 PM	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		Newschannel 3 @ 11P - Sat													
		<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	-----S-		1			\$400.00			0.00			

Order / Rev: 686152
 Alt Order #: 28390694
 Flight Dates: 10/29/24 - 11/04/24

Advertiser: ISS/House Majority Pac
 Product Desc: TV
 Estimate: 13106

ABC - Palm Springs, CA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N30	KESQ	11/03/24	11/03/24	LN SU 11-1130P News Channel 3 at 11	CM	11:00 - 11:30 PM	-----S	:30	1	\$400.00	P-1	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: 10/28/24	11/03/24	-----S-		1				\$400.00		0.00			
		Newschannel 3 @ 11P - Sun													
N31	KESQ	10/29/24	11/04/24	M-F 1135P-1237A Jimmy Kimmel Live	CM	11:35 PM - 12:37 AM	.MTWTF--	:30	3	\$200.00	P-1	0.00	NM	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: 10/28/24	11/03/24	-----S		1				\$400.00		0.00			
		<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--		3				\$200.00		0.00			
N32	KESQ	10/29/24	11/04/24	M-F 1237-107A Nightline	CM	12:37 - 1:06 AM	.MTWTF--	:30	3	\$120.00	P-1	0.00	NM	3	\$360.00
		<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--		3				\$120.00		0.00			
N33	KESQ	11/04/24	11/04/24	MO Prime Hour 1 Bachelor	CM	8:00 - 10:00 PM	M-----	:30	1	\$720.00	P-1	0.00	NM	1	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/04/24	11/10/24	M-----		1				\$720.00		0.00			
N34	KESQ	10/29/24	10/29/24	Tuesday Prime DWTS	CM	8:00 - 11:00 PM (8:00 PM-10:00 PM)	-T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/28/24	11/03/24	-T-----		1				\$600.00		0.00			
N35	KESQ	10/29/24	10/29/24	TU Prime Hour 3 The Good Doctor	CM	10:00 - 11:00 PM	-T-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/28/24	11/03/24	-T-----		1				\$1,600.00		0.00			
N36	KESQ	10/30/24	10/30/24	WE Prime Hour 2 Abbott Elementary/The \$100,000	CM	9:00 - 10:00 PM	--W----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$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: 10/28/24	11/03/24	--W----		1				\$1,400.00		0.00			
N37	KESQ	10/31/24	10/31/24	TH Prime Hour 2 Grey's Anatomy	CM	9:00 - 10:01 PM	---T---	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/28/24	11/03/24	---T---		1				\$1,600.00		0.00			
N38	KESQ	11/01/24	11/01/24	FR Prime Hour 1 Shark Tank	CM	8:00 - 9:01 PM	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$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: 10/28/24	11/03/24	----F--		1				\$1,200.00		0.00			
N39	KESQ	11/01/24	11/01/24	FR Prime Hour 2 20/20	CM	9:01 - 11:00 PM	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$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: 10/28/24	11/03/24	----F--		1				\$1,200.00		0.00			
N40	KESQ	11/02/24	11/02/24	College Football Game 2 College Football Game 2	CM	College Football G (12:30 PM-4:00 PM)	-----S-	:30	1	\$1,400.00	P-1	0.00	NM	1	\$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: 10/28/24	11/03/24	-----S-		1				\$1,400.00		0.00			
N41	KESQ	11/02/24	11/02/24	Saturday Night Football Saturday Night Football	CM	Saturday Night Fox (4:30 PM-8:00 PM)	-----S-	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/28/24	11/03/24	-----S-		1				\$1,600.00		0.00			

Order / Rev: 686152
 Alt Order #: 28390694
 Flight Dates: 10/29/24 - 11/04/24

Advertiser: ISS/House Majority Pac
 Product Desc: TV
 Estimate: 13106

ABC - Palm Springs, CA

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: 10/28/24	11/03/24	-----S-		1				\$1,600.00		0.00			
													Totals	81	\$61,040.00