

ORDER



Orders
Order / Rev: 686151
Alt Order #: 28390693
Product Desc: TV
Estimate: 13105
Flight Dates: 10/22/24 - 10/28/24
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: A18-49
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
09/30/24	10/27/24	65	\$48,680.00	\$41,378.00
10/28/24	10/28/24	16	\$12,360.00	\$10,506.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	65	\$48,680.00	\$41,378.00	0.00
November 2024	16	\$12,360.00	\$10,506.00	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	10/22/24	10/28/24	EM M-F 5-6A EM M-F 5-6A Newschannel 3 Morning 5A	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: 10/22/24	10/28/24	MTWTF--					3	\$240.00		0.00			
N 2	KESQ	10/22/24	10/28/24	EM M-F 6-7A Newschannel 3 in the Morning Newschannel 3 Morning 6A	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: 10/22/24	10/28/24	MTWTF--					3	\$1,000.00		0.00			
N 3	KESQ	10/22/24	10/28/24	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: 10/22/24	10/28/24	MTWTF--					3	\$1,000.00		0.00			
N 4	KESQ	10/26/24	10/26/24	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: 10/21/24	10/27/24	-----S-					1	\$600.00		0.00			
N 5	KESQ	10/26/24	10/26/24		CM	8-9a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00

Order / Rev: 686151
 Alt Order #: 28390693
 Flight Dates: 10/22/24 - 10/28/24

Advertiser: ISS/House Majority Pac
 Product Desc: TV
 Estimate: 13105

ABC - Palm Springs, CA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
EM (SA-SU) 8-9a															
Newschannel 3 Weekend 8a															
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:		10/21/24	10/27/24	-----S-			1			\$400.00			0.00		
N 6	KESQ	10/27/24	10/27/24	SA-SU 7-8A	CM	7-8a	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
Good Morning America weekend															
GMA Sunday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/21/24	10/27/24	-----S			1			\$600.00			0.00		
N 7	KESQ	10/27/24	10/27/24	EM (SA-SU) 8-9a	CM	8-9a	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
Newschannel 3 Weekend 8a															
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:		10/21/24	10/27/24	-----S			1			\$400.00			0.00		
N 8	KESQ	10/22/24	10/28/24	M-F 9-10A	CM	9:00 - 10:00 AM	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
Live With Kelly and Mark															
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:		10/22/24	10/28/24	MTWTF--			3			\$400.00			0.00		
N 9	KESQ	10/22/24	10/28/24	M-F 10-11A	CM	10:00 - 11:00 AM	MTWTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
The View															
The View															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/24	10/28/24	MTWTF--			3			\$600.00			0.00		
N 10	KESQ	10/22/24	10/28/24	M-F 11A-12P	CM	11:00 AM - 12:00	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
The Jennifer Hudson Show															
Rachael Ray															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/24	10/28/24	MTWTF--			3			\$400.00			0.00		
N 11	KESQ	10/22/24	10/28/24	M-F 12-1P	CM	12:00 - 1:00 PM	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
News Channel 3 at Noon															
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:		10/22/24	10/28/24	MTWTF--			3			\$400.00			0.00		
N 12	KESQ	10/22/24	10/28/24	M-F 1-2P	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															
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:		10/22/24	10/28/24	MTWTF--			2			\$600.00			0.00		
N 13	KESQ	10/22/24	10/28/24	M-F 2-3P	CM	2:00 - 3:00 PM	MTWTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
General Hospital															
General Hospital															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/24	10/28/24	MTWTF--			3			\$600.00			0.00		
N 14	KESQ	10/27/24	10/27/24	SU 9-10A	CM	9:00 - 10:00 AM	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
This Week W/George Stephanop															
This Week															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/21/24	10/27/24	-----S			1			\$1,200.00			0.00		
N 15	KESQ	10/22/24	10/28/24	M-F 3-4P	CM	3:00 - 4:00 PM	MTWTF--	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00
The Kelly Clarkson Show															
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:		10/22/24	10/28/24	MTWTF--			4			\$200.00			0.00		
N 16	KESQ	10/27/24	10/27/24	SU 5-530P	CM	5-530P	-----S	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
Inside Edition															
Inside Edition															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/21/24	10/27/24	-----S			1			\$200.00			0.00		
N 17	KESQ	10/27/24	10/27/24		CM	6:30 - 7:00 PM	-----S	:30	1	\$280.00	P-1	0.00	NM	1	\$280.00

Order / Rev: 686151
 Alt Order #: 28390693
 Flight Dates: 10/22/24 - 10/28/24

Advertiser: ISS/House Majority Pac
 Product Desc: TV
 Estimate: 13105

ABC - Palm Springs, CA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				SU 630-7P											
				Desert Chat	(6:30 PM-7:00 PM)										
				Desert Chat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/21/24	10/27/24	-----S	1	\$280.00	0.00								
N18	KESQ	10/22/24	10/28/24	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
				EN M-F 4-5P											
				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:		10/22/24	10/28/24	MTWTF--	3	\$800.00	0.00								
N19	KESQ	10/22/24	10/28/24	EN M-F 5-530P	CM	5-530p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
				Newschannel 3 Live at Five											
				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:		10/22/24	10/28/24	MTWTF--	3	\$1,400.00	0.00								
N20	KESQ	10/22/24	10/28/24	EN M-F 530-6P	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 Tonight with C											
				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:		10/22/24	10/28/24	MTWTF--	3	\$2,400.00	0.00								
N21	KESQ	10/22/24	10/28/24	EN M-F 6-630P	CM	6-630p	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	3	\$4,800.00
				Newschannel 3 at 6											
				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:		10/22/24	10/28/24	MTWTF--	3	\$1,600.00	0.00								
N22	KESQ	10/26/24	10/26/24	EN SA 6-630P	CM	6:00 - 6:30 PM	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
				EN SA 6-630P											
				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:		10/21/24	10/27/24	-----S-	1	\$600.00	0.00								
N23	KESQ	10/27/24	10/27/24	SU 530-6P World News	CM	SU 528-6P World I-	-----S	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
				SU 528-6P World News											
				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:		10/21/24	10/27/24	-----S	1	\$1,600.00	0.00								
N24	KESQ	10/27/24	10/27/24	EN SU 6-630P	CM	6:00 - 6:30 PM	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
				Newschannel 3 at 6											
				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:		10/21/24	10/27/24	-----S	1	\$600.00	0.00								
N25	KESQ	10/22/24	10/28/24	M-F 630-7P	CM	6:30 - 7:00 PM	MTWTF--	:30	3	\$720.00	P-1	0.00	NM	3	\$2,160.00
				Inside Edition											
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/24	10/28/24	MTWTF--	3	\$720.00	0.00								
N26	KESQ	10/22/24	10/28/24	M-F 7-730P	CM	7:00 - 7:30 PM	MTWTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
				Entertainment Tonight											
				Extra											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/24	10/28/24	MTWTF--	3	\$600.00	0.00								
N27	KESQ	10/22/24	10/28/24	M-F 730-8P	CM	7:30 - 8:00 PM	MTWTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
				Access Hollywood											
				Access Hollywood											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/24	10/28/24	MTWTF--	3	\$600.00	0.00								
N28	KESQ	10/22/24	10/28/24	LN M-F 11-1135P	CM	11:00 - 11:35 PM	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
				News Channel 3 at 11											
				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:		10/22/24	10/28/24	MTWTF--	3	\$400.00	0.00								
N29	KESQ	10/26/24	10/26/24		CM	11:00 - 11:30 PM	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00

Order / Rev: 686151
 Alt Order #: 28390693
 Flight Dates: 10/22/24 - 10/28/24

Advertiser: ISS/House Majority Pac
 Product Desc: TV
 Estimate: 13105

ABC - Palm Springs, CA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LN SA 11-1130P											
				Newschannel 3 at 11											
				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:		10/21/24	10/27/24	-----S-	1	\$400.00	0.00								
N30	KESQ	10/27/24	10/27/24	LN SU 11-1130P	CM	11:00 - 11:30 PM	-----S	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				News Channel 3 at 11											
				Newschannel 3 @ 11P - Sun											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/21/24	10/27/24	-----S	1	\$400.00	0.00								
N31	KESQ	10/22/24	10/28/24	M-F 1135P-1237A	CM	11:35 PM - 12:37 AM	.MTWTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
				Jimmy Kimmel Live											
				Jimmy Kimmel Live-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/24	10/28/24	MTWTF--	3	\$200.00	0.00								
N32	KESQ	10/22/24	10/28/24	M-F 1237-107A	CM	12:37 - 1:06 AM	MTWTF--	:30	3	\$120.00	P-1	0.00	NM	3	\$360.00
				Nightline											
				Nightline-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/22/24	10/28/24	MTWTF--	3	\$120.00	0.00								
N33	KESQ	10/28/24	10/28/24	Monday Prime	CM	8:00 - 11:00 PM	M-----	:30	1	\$720.00	P-1	0.00	NM	1	\$720.00
				Bachelor											
				Bachelor-ABC											
		<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	M-----	1	\$720.00	0.00								
N34	KESQ	10/22/24	10/22/24	Tuesday Prime	CM	8:00 - 11:00 PM	-T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
				DWTS											
				DWTS-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/21/24	10/27/24	-T-----	1	\$600.00	0.00								
N35	KESQ	10/22/24	10/22/24	TU Prime Hour 3	CM	10:00 - 11:00 PM	-T-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
				The Good Doctor											
				The Good Doctor-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/21/24	10/27/24	-T-----	1	\$1,600.00	0.00								
N36	KESQ	10/23/24	10/23/24	WE Prime Hour 2	CM	9:00 - 10:00 PM	--W----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
				Abbott Elementary/The \$100,000											
				Abbott Elementary/Celebrity Family Feud-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/21/24	10/27/24	--W----	1	\$1,400.00	0.00								
N37	KESQ	10/24/24	10/24/24	TH Prime Hour 2	CM	9:00 - 10:01 PM	---T---	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
				Grey's Anatomy											
				Grey's Anatomy-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/21/24	10/27/24	---T---	1	\$1,600.00	0.00								
N38	KESQ	10/25/24	10/25/24	FR Prime Hour 1	CM	8:00 - 9:01 PM	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
				Shark Tank											
				Shark Tank-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/21/24	10/27/24	----F--	1	\$1,200.00	0.00								
N39	KESQ	10/25/24	10/25/24	FR Prime Hour 2	CM	9:01 - 11:00 PM	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
				20/20											
				20/20 (2 hours)-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/21/24	10/27/24	----F--	1	\$1,200.00	0.00								
N40	KESQ	10/26/24	10/26/24	College Football Game 2	CM	College Football G	-----S-	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
				College Football Game 2											
				College Football Game 2											
				(12:30 PM-4:00 PM)											
				ABC College Football Late Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/21/24	10/27/24	-----S-	1	\$1,400.00	0.00								
N41	KESQ	10/26/24	10/26/24		CM	Saturday Night Fox	-----S-	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00

Order / Rev: 686151
 Alt Order #: 28390693
 Flight Dates: 10/22/24 - 10/28/24

Advertiser: ISS/House Majority Pac
 Product Desc: TV
 Estimate: 13105

ABC - Palm Springs, CA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Saturday Night Football											
				Saturday Night Football		(4:30 PM-8:00 PM)									
				ABC Saturday Night College Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/21/24	10/27/24	-----S-		1				\$1,600.00		0.00			
													Totals	81	\$61,040.00