

# ORDER



WSEE-DT1

**Orders**  
**Order / Rev:** 92159  
 Alt Order #: 28392928  
 Product Desc: Issue  
 Estimate: 49/53/13195  
 Flight Dates: 08/07/24 - 08/12/24  
 Original Date / Rev: 04/17/24 / 05/03/24  
 Order Type: GENERAL

Primary AE: Shepard Ritzen  
 Sales Office: MPHIL  
 Sales Region: National

**Agency**  
**Name:** Great American Media  
 Buying Contact:  
 Billing Contact:  
 1010 Wisconsin Avenue NW Suite 800  
 Washington, DC 20007

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

**Advertiser**  
**Name:** DSCC  
 Demographic: HH  
 Product Codes: Issues/Propositions  
 Revenue Code 1: POL  
 Revenue Code 2: POL-I  
 Revenue Code 3: GEN  
 Priority: P-01.1

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
07/29/24	08/12/24	38	\$15,700.00	\$13,345.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2024	38	\$15,700.00	\$13,345.00	0.00
<b>Totals</b>	<b>38</b>	<b>\$15,700.00</b>	<b>\$13,345.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Shepard Ritzen			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WSEE-DT1	28%	\$15,700.00
Market	100%	\$56,071.43

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
EICU	0%	\$0.00
ESEE	0%	\$0.00
SEE	0%	\$0.00
UNKWN	72%	\$40,371.43
WFXP	0%	\$0.00
WICU	0%	\$0.00
WJET	0%	\$0.00
WQLN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
N 16	WSEE	08/07/24	08/12/24	M-F 6a-7a Erie News Now Sunrise @ 6a	CM	6:00 AM-7:00 AM	M-WTF--	:30	3	\$120.00	P-01	0.00	NM	3	\$360.00												
Erie News Now Sunrise @ 6a <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 08/07/24</td> <td>08/13/24</td> <td>M-WTF--</td> <td>3</td> <td>\$120.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 08/07/24	08/13/24	M-WTF--	3	\$120.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 08/07/24	08/13/24	M-WTF--	3	\$120.00	0.00																						
N 17	WSEE	08/07/24	08/12/24	M-F 7a-9a CBS This Morning	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	M-WTF--	:30	4	\$100.00	P-01	0.00	NM	4	\$400.00												

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/07/24	08/13/24	M-WTF--		4				\$100.00		0.00			
N 18	WSEE	08/07/24	08/12/24	M-F 7a-9a CBS This Morning	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	M-WTF--	:30	4	\$100.00	P-01	0.00	NM	4	\$400.00
CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/07/24	08/13/24	M-WTF--		4				\$100.00		0.00			
N 19	WSEE	08/10/24	08/10/24	CBS Saturday Morning CBS This Morning Sat	CM	9:00 AM-10:00 AM (9:00 AM-10:00 AM)	-----S-	:30	1	\$260.00	P-01	0.00	NM	1	\$260.00
CBS Saturday Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/05/24	08/11/24	-----S-		1				\$260.00		0.00			
N 20	WSEE	08/11/24	08/11/24	CBS Sunday Morning CBS Sunday Morning	CM	9:00 AM-10:30 AM	-----S	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
CBS Sunday Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/05/24	08/11/24	-----S		1				\$400.00		0.00			
N 21	WSEE	08/07/24	08/12/24	M-F 11a-12p The Price is Right	CM	11:00 AM-12:00 PM	M-WTF--	:30	3	\$400.00	P-01	0.00	NM	3	\$1,200.00
The Price Is Right															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/07/24	08/13/24	M-WTF--		3				\$400.00		0.00			
N 22	WSEE	08/07/24	08/12/24	M-F 12p-1230p Erie News Now @ 12p	CM	12:00 PM-12:30 PM	M-WTF--	:30	3	\$180.00	P-01	0.00	NM	3	\$540.00
Erie News Now @ 12N															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/07/24	08/13/24	M-WTF--		3				\$180.00		0.00			
N 23	WSEE	08/07/24	08/12/24	M-F 1230p-130p Young and the Restless	CM	12:30 PM-1:30 PM	M-WTF--	:30	3	\$400.00	P-01	0.00	NM	3	\$1,200.00
The Young And The Restless															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/07/24	08/13/24	M-WTF--		3				\$400.00		0.00			
N 24	WSEE	08/07/24	08/12/24	M-F 130p-2p Bold and the Beautiful	CM	1:30 PM-2:00 PM	M-WTF--	:30	2	\$320.00	P-01	0.00	NM	2	\$640.00
The Bold & The Beautiful															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/07/24	08/13/24	M-WTF--		2				\$320.00		0.00			
N 25	WSEE	08/07/24	08/12/24	Late News M-F Erie News Now @ 11pm	CM	11:00 PM-11:35 PM	M-WTF--	:30	1	\$700.00	P-01	0.00	NM	1	\$700.00
Erie News Now @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/07/24	08/13/24	M-WTF--		1				\$700.00		0.00			
N 26	WSEE	08/07/24	08/12/24	Erie News Now @ 6pm Erie News Now @ 6pm	CM	6:00 PM-6:30 PM	M-WTF--	:30	3	\$600.00	P-01	0.00	NM	3	\$1,800.00
Erie News Now @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/07/24	08/13/24	M-WTF--		3				\$600.00		0.00			
N 27	WSEE	08/11/24	08/11/24	Early News Weekend 1s Erie News Now Weekend @ 6	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-----S	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
Erie News Now Weekened @ 6pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/05/24	08/11/24	-----S		1				\$600.00		0.00			
N 28	WSEE	08/07/24	08/12/24	M-F 7p-730p Wheel of Fortune	CM	7:00 PM-7:30 PM	M-WTF--	:30	3	\$1,000.00	P-01	0.00	NM	3	\$3,000.00
Wheel Of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/07/24	08/13/24	M-WTF--		3				\$1,000.00		0.00			
N 29	WSEE	08/07/24	08/12/24	M-F 730p-8p Jeopardy	CM	7:30 PM-8:00 PM	M-WTF--	:30	3	\$1,200.00	P-01	0.00	NM	3	\$3,600.00
Jeopardy															

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/24	08/13/24	M-WTF--		3				\$1,200.00		0.00			
N30	WSEE	08/07/24	08/12/24	Network Late Night Show Late Show w/Stephen Colbert	CM	11:35 PM-12:37 XIM	WTF--	:30	3	\$200.00	P-01	0.00	NM	3	\$600.00
		The Late Show-CBS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/24	08/13/24	M-WTF--		3				\$200.00		0.00			
													Totals	38	\$15,700.00