

# ORDER



WSEE-DT1

**Orders**  
**Order / Rev:** 92172  
 Alt Order #: 28392932  
 Product Desc: Issue  
 Estimate: 49/53/13199  
 Flight Dates: 09/03/24 - 09/09/24  
 Original Date / Rev: 04/18/24 / 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
08/26/24	09/09/24	26	\$27,790.00	\$23,621.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2024	26	\$27,790.00	\$23,621.50	0.00
<b>Totals</b>	<b>26</b>	<b>\$27,790.00</b>	<b>\$23,621.50</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%	\$27,790.00
Market	100%	\$99,250.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
EICU	0%	\$0.00
ESEE	0%	\$0.00
SEE	0%	\$0.00
UNKWN	72%	\$71,460.00
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 2	WSEE	09/03/24	09/09/24	M-F 7a-9a CBS This Morning	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	2	\$100.00	P-01	0.00	NM	2	\$200.00
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:		09/03/24	09/09/24	MTWTF--			2		\$100.00		0.00				
N 3	WSEE	09/03/24	09/09/24	M-F 7a-9a CBS This Morning	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	2	\$100.00	P-01	0.00	NM	2	\$200.00

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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:		09/03/24	09/09/24	MTWTF--		2				\$100.00		0.00			
N 4	WSEE	09/07/24	09/07/24	CBS Saturay Morning CBS This Morning Sat	CM	8:00 AM-10:00 AM	-----S-	:30	1	\$280.00	P-01	0.00	NM	1	\$280.00
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:		09/02/24	09/08/24	-----S-		1				\$280.00		0.00			
N 5	WSEE	09/07/24	09/07/24	CBS Saturay 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:		09/02/24	09/08/24	-----S-		1				\$260.00		0.00			
N 6	WSEE	09/08/24	09/08/24	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:		09/02/24	09/08/24	-----S		1				\$400.00		0.00			
N 7	WSEE	09/03/24	09/09/24	M-F 11a-12p The Price is Right	CM	11:00 AM-12:00 PM	MTWTF--	:30	2	\$400.00	P-01	0.00	NM	2	\$800.00
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:		09/03/24	09/09/24	MTWTF--		2				\$400.00		0.00			
N 8	WSEE	09/03/24	09/09/24	M-F 12p-1230p Erie News Now @ 12p	CM	12:00 PM-12:30 PM	MTWTF--	:30	2	\$180.00	P-01	0.00	NM	2	\$360.00
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:		09/03/24	09/09/24	MTWTF--		2				\$180.00		0.00			
N 9	WSEE	09/03/24	09/09/24	M-F 1230p-130p Young and the Restless	CM	12:30 PM-1:30 PM	MTWTF--	:30	2	\$400.00	P-01	0.00	NM	2	\$800.00
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:		09/03/24	09/09/24	MTWTF--		2				\$400.00		0.00			
N 11	WSEE	09/08/24	09/08/24	CBS Sunday Morning CBS Sunday Morning	CM	9:00 AM-10:30 AM	-----S	:30	1	\$440.00	P-01	0.00	NM	1	\$440.00
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:		09/02/24	09/08/24	-----S		1				\$440.00		0.00			
N 12	WSEE	09/03/24	09/09/24	Early News Weekday (1-6M) Erie News Now @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	: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:		09/03/24	09/09/24	MTWTF--		3				\$600.00		0.00			
N 13	WSEE	09/03/24	09/09/24	M-F 7p-730p Wheel of Fortune	CM	7:00 PM-7:30 PM	MTWTF--	:30	2	\$1,000.00	P-01	0.00	NM	2	\$2,000.00
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:		09/03/24	09/09/24	MTWTF--		2				\$1,000.00		0.00			
N 14	WSEE	09/03/24	09/09/24	M-F 730p-8p Jeopardy	CM	7:30 PM-8:00 PM	MTWTF--	:30	2	\$1,200.00	P-01	0.00	NM	2	\$2,400.00
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/24	09/09/24	MTWTF--		2				\$1,200.00		0.00			
N 15	WSEE	09/03/24	09/09/24	Late News M-F Erie News Now @ 11pm	CM	11:00 PM-11:35 PM	MTWTF--	:30	1	\$800.00	P-01	0.00	NM	1	\$800.00
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:		09/03/24	09/09/24	MTWTF--		1				\$800.00		0.00			
N 16	WSEE	09/03/24	09/09/24	Network Late Night Show Late Show w/Stephen Colbert	CM	11:35 PM-12:37 AM (11:35 PM-12:37 XM)	XMTWTF--	:30	2	\$200.00	P-01	0.00	NM	2	\$400.00
The Late Show-CBS															

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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: 09/03/24	09/09/24	MTWTF--		2				\$200.00		0.00			
N17	WSEE	09/07/24	09/07/24	Big Ten Football	CM	3:30 PM-7:00 PM	-----S-	:30	1	\$1,650.00	P-01	0.00	NM	1	\$1,650.00
				Big Ten Football		(3:30 PM-7:00 PM)									
				Big Ten on CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/02/24	09/08/24	-----S-		1				\$1,650.00		0.00			
N18	WSEE	09/08/24	09/08/24	NFL Reg Season In Gam	CM	1:00 PM-4:00 PM	-----S	:30	1	\$15,000.00	P-01	0.00	NM	1	\$15,000.00
				NFL Gm1 Steelers		(1:00 PM-4:00 PM)									
				CBS NFL Sunday Football Early Game: Steelers											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/02/24	09/08/24	-----S		1				\$15,000.00		0.00			
													Totals	26	\$27,790.00