

ORDER



WSEE-DT1

Orders
Order / Rev: 92165
 Alt Order #: 28392930
 Product Desc: Issue
 Estimate: 49/53/13197
 Flight Dates: 08/20/24 - 08/26/24
 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	08/25/24	23	\$10,120.00	\$8,602.00
08/26/24	08/26/24	7	\$3,480.00	\$2,958.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2024	23	\$10,120.00	\$8,602.00	0.00
September 2024	7	\$3,480.00	\$2,958.00	0.00
Totals	30	\$13,600.00	\$11,560.00	0.00

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%	\$13,600.00
Market	100%	\$48,571.43

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EICU	0%	\$0.00
ESEE	0%	\$0.00
SEE	0%	\$0.00
UNKWN	72%	\$34,971.43
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
N21	WSEE	08/20/24	08/26/24	M-F 7a-9a CBS This Morning	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	3	\$100.00	P-01	0.00	NM	3	\$300.00
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:		08/20/24	08/26/24	MTWTF--			3		\$100.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N22	WSEE	08/20/24	08/26/24	M-F 7a-9a CBS This Morning	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	3	\$100.00	P-01	0.00	NM	3	\$300.00
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:		08/20/24	08/26/24	MTWTF--			3			\$100.00			0.00		
N23	WSEE	08/24/24	08/24/24	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:		08/19/24	08/25/24	-----S-			1			\$260.00			0.00		
N24	WSEE	08/25/24	08/25/24	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:		08/19/24	08/25/24	-----S			1			\$400.00			0.00		
N25	WSEE	08/20/24	08/26/24	M-F 11a-12p The Price is Right	CM	11:00 AM-12:00 PM	MTWTF--	: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:		08/20/24	08/26/24	MTWTF--			3			\$400.00			0.00		
N26	WSEE	08/20/24	08/26/24	M-F 12p-1230p Erie News Now @ 12p	CM	12:00 PM-12:30 PM	MTWTF--	: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:		08/20/24	08/26/24	MTWTF--			3			\$180.00			0.00		
N27	WSEE	08/20/24	08/26/24	M-F 1230p-130p Young and the Restless	CM	12:30 PM-1:30 PM	MTWTF--	: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:		08/20/24	08/26/24	MTWTF--			3			\$400.00			0.00		
N28	WSEE	08/20/24	08/26/24	Early News Weekday (1-3M) 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:		08/20/24	08/26/24	MTWTF--			3			\$600.00			0.00		
N29	WSEE	08/25/24	08/25/24	Early News Weekend 1-6M 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:		08/19/24	08/25/24	-----S			1			\$600.00			0.00		
N30	WSEE	08/20/24	08/26/24	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:		08/20/24	08/26/24	MTWTF--			2			\$1,000.00			0.00		
N31	WSEE	08/20/24	08/26/24	M-F 730p-8p Jeopardy	CM	7:30 PM-8:00 PM	MTWTF--	:30	3	\$1,200.00	P-01	0.00	NM	3	\$3,600.00
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/20/24	08/26/24	MTWTF--			3			\$1,200.00			0.00		
N32	WSEE	08/20/24	08/26/24	Network Late Night Show Late Show w/Stephen Colbert	CM	11:35 PM-12:37 AM (11:35 PM-12:37 XM)	XMTWTF--	:30	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:		08/20/24	08/26/24	MTWTF--			3			\$200.00			0.00		
N33	WSEE	08/20/24	08/26/24	Late News M-F Erie News Now @ 11pm	CM	11p-1135p	MTWTF--	:30	1	\$800.00	P-01	0.00	NM	1	\$800.00
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:		08/20/24	08/26/24	MTWTF--			1			\$800.00			0.00		

Totals 30 \$13,600.00