

ORDER



Orders

Order / Rev:

92160

Alt Order #:

28392937

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

WSEE-DT2

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 | 9 | \$780.00 | \$663.00 |

| Totals | | | | |
|-------------|---------|--------------|------------|--------|
| Month | # Spots | Gross Amount | Net Amount | Rating |
| August 2024 | 9 | \$780.00 | \$663.00 | 0.00 |
| Totals | 9 | \$780.00 | \$663.00 | 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-DT2 | 1% | \$780.00 |
| Market | 100% | \$78,000.00 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| EICU | 0% | \$0.00 |
| SEE | 0% | \$0.00 |
| UNKWN | 99% | \$77,220.00 |
| WFXP | 0% | \$0.00 |
| WICU | 0% | \$0.00 |
| WJET | 0% | \$0.00 |
| WQLN | 0% | \$0.00 |
| WSEE | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------------|------|-------------------|-----------------|----------------------------|-------------------|-------------------|-------------|-----|---------------|---------|-------|------|------|-------|----------|
| N 6 | ESEE | 08/07/24 | 08/12/24 | M-F 9a-10a Steve Wilkos | CM | 9:00 AM-10:00 AM | M- WTF- - | :30 | 2 | \$80.00 | P-01. | 0.00 | NM | 2 | \$160.00 |
| Steve Wilkos Show-CW+ | | | | | | | | | | | | | | | |
| | | <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 | | \$80.00 | | 0.00 | | | | | | |
| N 7 | ESEE | 08/07/24 | 08/12/24 | M-F 10a-11a Karamo | CM | 10:00 AM-11:00 AM | M- WTF- - | :30 | 1 | \$80.00 | P-01. | 0.00 | NM | 1 | \$80.00 |

Order / Rev: 92160
 Alt Order #: 28392937
 Flight Dates: 08/07/24 - 08/12/24

Advertiser: DSCC
 Product Desc: Issue
 Estimate: 49/53/13195

WSEE-DT2

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------------|------|-------------------|-----------------|--------------------------------|-------|-------------------|---------|-----|-------|-------------|------|---------------|--------|-------|----------|
| Karamo-CW+ | | | | | | | | | | | | | | | |
| | | <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 | | | | \$80.00 | | 0.00 | | | |
| N 8 | ESEE | 08/07/24 | 08/12/24 | M-F 11a-12p Maury | CM | 11:00 AM-12:00 PM | M-WTF-- | :30 | 2 | \$80.00 | P-01 | 0.00 | NM | 2 | \$160.00 |
| Maury-CW+ | | | | | | | | | | | | | | | |
| | | <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 | | | | \$80.00 | | 0.00 | | | |
| N 9 | ESEE | 08/07/24 | 08/12/24 | M-F 2p-3p Jerry Springer | CM | 2:00 PM-3:00 PM | M-WTF-- | :30 | 1 | \$80.00 | P-01 | 0.00 | NM | 1 | \$80.00 |
| Jerry Springer-CW+ | | | | | | | | | | | | | | | |
| | | <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 | | | | \$80.00 | | 0.00 | | | |
| N 10 | ESEE | 08/07/24 | 08/12/24 | M-F 5p-6p (EF) Steve Wilkos | CM | 5:00 PM-6:00 PM | M-WTF-- | :30 | 3 | \$100.00 | P-01 | 0.00 | NM | 3 | \$300.00 |
| Steve Wilkos Show-CW+ | | | | | | | | | | | | | | | |
| | | <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 | | | | \$100.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 9 | \$780.00 |