

ORDER



WSEE-DT1

Orders
Order / Rev: 92162
Alt Order #: 28392929
Product Desc: Issue
Estimate: 49/53/13196
Flight Dates: 08/13/24 - 08/19/24
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	08/19/24	30	\$13,600.00	\$11,560.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2024	30	\$13,600.00	\$11,560.00	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
N 2	WSEE	08/13/24	08/19/24	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:		08/13/24	08/19/24	MTWTF--			3		\$100.00		0.00				
N 3	WSEE	08/13/24	08/19/24	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

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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:		08/13/24	08/19/24	MTWTF--		3			\$100.00		0.00				
N 4	WSEE	08/17/24	08/17/24	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:		08/12/24	08/18/24	-----S-		1			\$260.00		0.00				
N 5	WSEE	08/18/24	08/18/24	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:		08/12/24	08/18/24	-----S		1			\$400.00		0.00				
N 6	WSEE	08/13/24	08/19/24	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:		08/13/24	08/19/24	MTWTF--		3			\$400.00		0.00				
N 7	WSEE	08/13/24	08/19/24	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:		08/13/24	08/19/24	MTWTF--		3			\$180.00		0.00				
N 8	WSEE	08/13/24	08/19/24	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:		08/13/24	08/19/24	MTWTF--		3			\$400.00		0.00				
N 10	WSEE	08/13/24	08/19/24	Early News Weekday (1-6p) 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:		08/13/24	08/19/24	MTWTF--		3			\$600.00		0.00				
N 12	WSEE	08/18/24	08/18/24	Early News Weekend 1-6p 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:		08/12/24	08/18/24	-----S		1			\$600.00		0.00				
N 13	WSEE	08/13/24	08/19/24	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:		08/13/24	08/19/24	MTWTF--		2			\$1,000.00		0.00				
N 14	WSEE	08/13/24	08/19/24	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:		08/13/24	08/19/24	MTWTF--		3			\$1,200.00		0.00				
N 17	WSEE	08/13/24	08/19/24	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:		08/13/24	08/19/24	MTWTF--		3			\$200.00		0.00				
N 21	WSEE	08/13/24	08/19/24	Late News M-F Erie News Now @ 11pm	CM	11p-1135p	MTWTF--	:30	1	\$800.00	P-08	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/24	08/19/24	MTWTF--		1			\$800.00		0.00				
Totals													30	\$13,600.00	