

ORDER



Orders
Order / Rev: 77185
Alt Order #: 27970219
Product Desc: Blue PA PAC TV
Estimate: 1437/1721/10399
Flight Dates: 10/27/22 - 11/02/22
Original Date / Rev: 10/26/22 / 10/26/22
Order Type: GENERAL

WICU-DT1
Primary AE: Shepard Ritzen
Sales Office: MPHIL
Sales Region: National

Agency
Name: Canal Partners Media
Buying Contact:
Billing Contact:
 900 Circle 75 Parkway
 Atlanta, GA 30339

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

Advertiser
Name: Blue PA PAC
Demographic: HH
Product Codes: Congress
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
09/26/22	10/30/22	4	\$2,800.00	\$2,380.00
10/31/22	11/02/22	3	\$2,600.00	\$2,210.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	4	\$2,800.00	\$2,380.00	0.00
November 2022	3	\$2,600.00	\$2,210.00	0.00
Totals	7	\$5,400.00	\$4,590.00	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
WICU-DT1	40%	\$5,400.00
Market	100%	\$13,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EICU	0%	\$0.00
ESEE	0%	\$0.00
SEE	0%	\$0.00
UNKWN	60%	\$8,100.00
WFXP	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 1	WICU	10/27/22	11/02/22	M-F 5a-6a Erie News Now Sunrise @ 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	MTWTF--	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/22	11/02/22	MTWTF--		1				\$400.00		0.00			

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WICU-DT1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WICU	10/27/22	11/02/22	Early News Weekday (15P) Erie News Now @ 5p	CM	5:00 PM-5:30 PM	MTWTF--	:30	1	\$800.00	P-01	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:	10/27/22	11/02/22	MTWTF--		1				\$800.00		0.00			
N 3	WICU	10/27/22	11/02/22	Early News Weekday (230P) Erie News Now @ 530pm	CM	5:30 PM-6:00 PM	MTWTF--	:30	2	\$900.00	P-01	0.00	NM	2	\$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:	10/27/22	11/02/22	MTWTF--		2				\$900.00		0.00			
N 4	WICU	10/27/22	11/02/22	Early News Weekday (330P) Erie News Now @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	1	\$1,200.00	P-01	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/27/22	11/02/22	MTWTF--		1				\$1,200.00		0.00			
N 5	WICU	10/29/22	10/29/22	Morning Weekend News Erie News Now Weekend	CM	8:00 AM-9:00 AM	-----S-	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/22	10/30/22	-----S-		1				\$600.00		0.00			
N 6	WICU	10/30/22	10/30/22	Morning Weekend News Erie News Now Weekend	CM	8:00 AM-9:00 AM	-----S	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/24/22	10/30/22	-----S		1				\$600.00		0.00			
													Totals	7	\$5,400.00