

# ORDER



**Orders**  
**Order / Rev:** 77439  
**Alt Order #:** 27975725  
**Product Desc:** Blue PA PAC TV  
**Estimate:** 1437/1721/10475  
**Flight Dates:** 11/04/22 - 11/08/22  
**Original Date / Rev:** 11/03/22 / 11/03/22  
**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
10/31/22	11/08/22	8	\$5,500.00	\$4,675.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2022	8	\$5,500.00	\$4,675.00	0.00
<b>Totals</b>	<b>8</b>	<b>\$5,500.00</b>	<b>\$4,675.00</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
WICU-DT1	30%	\$5,500.00
Market	100%	\$18,333.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
EICU	0%	\$0.00
ESEE	0%	\$0.00
SEE	0%	\$0.00
UNKWN	70%	\$12,833.33
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	11/04/22	11/04/22	M-F 5a-6a Erie News Now Sunrise @ 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	----F--	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
Erie News Now Sunrise @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/22	11/06/22	----F--			1		\$400.00		0.00				
N 2	WICU	11/07/22	11/07/22	M-F 5a-6a Erie News Now Sunrise @ 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	M-----	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00

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Advertiser: Blue PA PAC  
 Product Desc: Blue PA PAC TV  
 Estimate: 1437/1721/10475

WICU-DT1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Erie News Now Sunrise @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/07/22	11/13/22	M-----		1				\$400.00		0.00			
N 3	WICU	11/08/22	11/08/22	M-F 5a-6a	CM	5:00 AM-5:30 AM	-T-----	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
				Erie News Now Sunrise @ 5a		(5:00 AM-5:30 AM)									
Erie News Now Sunrise @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/07/22	11/13/22	-T-----		1				\$400.00		0.00			
N 4	WICU	11/04/22	11/04/22	Early News Weekday (1	CM	5:00 PM-5:30 PM	----F--	:30	1	\$800.00	P-01	0.00	NM	1	\$800.00
				Erie News Now @ 5p											
Erie News Now @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/22	11/06/22	----F--		1				\$800.00		0.00			
N 5	WICU	11/07/22	11/07/22	Early News Weekday (1	CM	5:00 PM-5:30 PM	M-----	:30	1	\$800.00	P-01	0.00	NM	1	\$800.00
				Erie News Now @ 5p											
Erie News Now @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/07/22	11/13/22	M-----		1				\$800.00		0.00			
N 6	WICU	11/04/22	11/04/22	Early News Weekday (2	CM	5:30 PM-6:00 PM	----F--	:30	1	\$900.00	P-01	0.00	NM	1	\$900.00
				Erie News Now @ 530pm											
Erie News Now @ 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/22	11/06/22	----F--		1				\$900.00		0.00			
N 7	WICU	11/07/22	11/07/22	Early News Weekday (3	CM	6:00 PM-6:30 PM	M-----	:30	1	\$1,200.00	P-01	0.00	NM	1	\$1,200.00
				Erie News Now @ 6p											
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:		11/07/22	11/13/22	M-----		1				\$1,200.00		0.00			
N 8	WICU	11/05/22	11/05/22	Morning Weekend News	CM	8:00 AM-9:00 AM	-----S-	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
				Erie News Now Weekend											
Erie News Now Weekend Mornings															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/22	11/06/22	-----S-		1				\$600.00		0.00			
													Totals	8	\$5,500.00