ORDER

Orders	Order / Rev:	77439		**WICU
	Alt Order #:	27975725		
	Product Desc:	Blue PA PAC TV		
	Estimate:	1437/1721/10475		WICU-DT1
	Flight Dates:	11/04/22 - 11/08/22	Primary AE:	Shepard Ritzen
	Original Date / Rev:	11/03/22 / 11/03/22	Sales Office:	MPHIL
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Canal Partners Media		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		900 Circle 75 Parkway	Billing Cycle:	EOM/EOC
		Atlanta, GA 30339	Agency Commission:	15%
Advertiser	Name:	Blue PA PAC		
	Demographic:	HH	New Business End:	
	Product Codes:	Congress	Advertiser External ID:	
	Revenue Code 1:	POL	Agency External ID:	
	Revenue Code 2:	POL-I	Unit Code:	General
	Revenue Code 3:	GEN	Order Separation:	00:30:00
	Priority:	P-01.1		
Bill Plan			Totals	

Start Date / End Date

Account Executives

Account Executive

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/22	11/08/22	8	\$5,500.00	\$4,675.00

Sales Office

Sales Region

Month	# Spots	Gross Amount	Net Amount	Rating
November 2022	8	\$5,500.00	\$4,675.00	0.00
Totals	8	\$5,500.00	\$4,675.00	0.00

Order %

100%

Shepard Ritzen Start Of Order - End Of Order <u>o</u> W

Order Share	Share	l otal
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	Γime Days	Len Sp	ots	Rate Pri Rtg Type	Spots	Amount
N 1	WICU	11/04/22	11/04/22	M-F 5a-6a	CM	5:00 AM-5:3	80 AM F	:30	1	\$400.00 P-01. 0.00 NM	1	\$400.00
				Erie News Now S	Sunrise @ 5a	(5:00 AM-5:3	30 AM)					
	Erie Nev	ws Now Su	unrise @ 5.	A								
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
V	Veek: 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	СМ	5:00 AM-5:3	80 AM M	:30	1	\$400.00 P-01. 0.00 NM	1	\$400.00
				Erie News Now S	Sunrise @ 5a	(5:00 AM-5:3	30 AM)					

Print Date: 11/03/22 19:33:23 Page 2 of 2

Totals

8

\$5,500.00

WICU-DT1

Order / Rev: 77439

Advertiser: Blue PA PAC

Alt Order #: 27975725

Product Desc: Blue PA PAC TV

Flight Dates: 11/04/22 - 11/08/22

Estimate: 1437/1721/10475

Erie News Now Sunrise @ 5A Start Date End Date Weekdays M-F 1 \$400.00 0.00
Week: 11/07/22 11/13/22 M 1
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 Erie News Now Sunrise @ 5a (5:00 AM-5:30 AM) Erie News Now Sunrise @ 5A Start Date End Date Weekdays Spots/Week Rate Rating \$400.00 0.00 N 4 WICU 11/04/22 11/04/22 Early News Weekday (1st
Erie News Now Sunrise @ 5A Start Date Week: 11/07/22 11/04/22 Early News Weekday (1st M Erie News Now @ 5p Erie News Now @ 50p Erie News Now @ 50p Erie News Now @ 530pm
Erie News Now Sunrise @ 5A Start Date Week: 11/07/22
Start Date End Date Weekdays Spots/Week Rate Rating \$400.00 0.00
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 (1st M Erie News Now @ 5p Earl Date News Now @ 5P Week: 10/31/22 11/06/22 Weekdays Spots/Week Rate Rating Rating Week: 10/31/22 11/07/22 11/07/22 Early News Weekday (1st M Erie News Now @ 5p 5:00 PM-5:30 PM M :30 1 \$800.00 P-01. 0.00 NM 1 \$800.00 Erie News Now @ 5P Start Date Start Date Weekdays Spots/Week Pate 11/07/22 11/13/22 M Rate Rating Rating Rating News Weekday (11/13/22 M 1 \$800.00 D-01. 0.00 NM 1 \$900.00 P-01. 0.00 NM 1 \$900.00 P-01. 0.00 NM N 6 WICU 11/04/22 11/04/22 Early News Weekday (2st Meekday Spots/Week Price News Now @ 530pm 5:30 PM-6:00 PM F :30 1 \$900.00 P-01. 0.00 NM 1 \$900.00 P-01. 0.00 NM
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N 6 WICU 11/04/22 11/04/22 Early News Weekday (2@M 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
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Erie News Now @ 530P
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/31/22
N 7 WICU 11/07/22 Early News Weekday (3/GM 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
Start Date End Date Weekdays Spots/Week Rate Rating
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 NewsCM 8:00 AM-9:00 AMS- :30 1 \$600.00 P-01. 0.00 NM 1 \$600.00
Erie News Now Weekend
Erie News Now Weekend Mornings
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 10/31/22 11/06/22S- 1 \$600.00 0.00