

ORDER



Orders
Order / Rev: 2911814
 Alt Order #:
Product Desc: 432 - General
Estimate: 13271 - Duty and Honor OH
Flight Dates: 07/09/24 - 07/15/24
Original Date / Rev: 05/10/24 / 05/10/24
Order Type: General

WUPW
Primary AE: WUPW House
Sales Office: WUPW
Sales Region: LOC

Agency Name: Waterfront Strategies / POL
Buying Contact:
Billing Contact:
 3050 K Street NW Suite 100
 Washington, DC 20007

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

Advertiser Name: ISS/ Duty and Honor
Demographic: A25-54
Product Codes: IS-US Senate
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue
Priority: P03

New Business End:
Advertiser External ID: 189966
Agency External ID: 10957AG
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/01/24	07/15/24	30	\$8,750.00	\$7,437.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2024	30	\$8,750.00	\$7,437.50	0.00
Totals	30	\$8,750.00	\$7,437.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WUPW House	WUPW	LOC	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WUPW	07/09/24	07/15/24	Local News @ 7a M-F Local News @ 7a M-F	CM	7-9a	MTWTF--	:30	3	\$130.00	P03	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/08/24	07/14/24	-TWTF--		3		\$130.00		0.00					
		Week: 07/15/24	07/21/24	-----		0		\$0.00		0.00					
N 2	WUPW	07/09/24	07/15/24	FOX News Sunday FOX News Sunday	CM	9-10a Su	-----S	:30	3	\$110.00	P03	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/08/24	07/14/24	-----S		1		\$110.00		0.00					
		Week: 07/15/24	07/21/24	-----		0		\$0.00		0.00					
N 3	WUPW	07/09/24	07/15/24	4-5p 4-5p	CM	4-5p	MTWTF--	:30	3	\$250.00	P03	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/08/24	07/14/24	-TWTF--		4		\$250.00		0.00					
		Week: 07/15/24	07/21/24	M-----		1		\$250.00		0.00					
N 4	WUPW	07/09/24	07/15/24	6-630p 6-630p	CM	6-630p	MTWTF--	:30	3	\$150.00	P03	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/08/24	07/14/24	-TWTF--		3		\$150.00		0.00					
		Week: 07/15/24	07/21/24	-----		0		\$0.00		0.00					
N 5	WUPW	07/09/24	07/15/24	630-7p 630-7p	CM	630-7p	MTWTF--	:30	3	\$175.00	P03	0.00	NM	3	\$525.00

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WUPW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WUPW	07/09/24	07/15/24	7-730p 7-730p	CM	7-730p	MTWTF--	:30	3	\$250.00	P03	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/08/24	07/14/24	-TWTF--					3	\$175.00		0.00			
		Week: 07/15/24	07/21/24	-----					0	\$0.00		0.00			
N 7	WUPW	07/09/24	07/15/24	730-8p 730-8p	CM	730-8p	MTWTF--	:30	3	\$250.00	P03	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/08/24	07/14/24	-TWTF--					3	\$250.00		0.00			
		Week: 07/15/24	07/21/24	-----					0	\$0.00		0.00			
N 8	WUPW	07/09/24	07/15/24	Local News @ 10p M-F Local News @ 10p M-F	CM	10-11p	MTWTF--	:30	3	\$525.00	P03	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/08/24	07/14/24	-TWTF--					3	\$525.00		0.00			
		Week: 07/15/24	07/21/24	-----					0	\$0.00		0.00			
N 9	WUPW	07/09/24	07/15/24	Local News @ 10p Sa Local News @ 10p Sa	CM	10-1030p Sa	-----S-	:30	3	\$450.00	P03	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/08/24	07/14/24	-----S-					1	\$450.00		0.00			
		Week: 07/15/24	07/21/24	-----					0	\$0.00		0.00			
N 10	WUPW	07/09/24	07/15/24	Local News @ 10p Su Local News @ 10p Su	CM	10-1030p Su	-----S	:30	3	\$525.00	P03	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/08/24	07/14/24	-----S					1	\$525.00		0.00			
		Week: 07/15/24	07/21/24	-----					0	\$0.00		0.00			
N 11	WUPW	07/09/24	07/15/24	Mon Prime B Mon Prime B	CM	9-10p	M-----	:30	3	\$550.00	P03	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/08/24	07/14/24	-----					0	\$0.00		0.00			
		Week: 07/15/24	07/21/24	M-----					1	\$550.00		0.00			
N 12	WUPW	07/09/24	07/15/24	Wed Prime A Wed Prime A	CM	8-9p	--W----	:30	3	\$500.00	P03	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/08/24	07/14/24	--W----					1	\$500.00		0.00			
		Week: 07/15/24	07/21/24	-----					0	\$0.00		0.00			
N 13	WUPW	07/09/24	07/15/24	Fri Prime Other Fri Prime Other	CM	Fri Prime Other	----F--	:30	3	\$475.00	P03	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/08/24	07/14/24	----F--					1	\$475.00		0.00			
		Week: 07/15/24	07/21/24	-----					0	\$0.00		0.00			
N 14	WUPW	07/13/24	07/13/24	MLB Reg Season Game MLB Reg Season Game	CM	MLB Reg Season	-----S-	:30	3	\$450.00	P03	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/08/24	07/14/24	-----S-					1	\$450.00		0.00			
Totals													30	\$8,750.00	