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## ORDER

Orders	Order / Rev Alt Order #: Product Des	107	<b>458009</b> 10780432 FF USA ACTION				ŧ				
		132				-		WMLW-TV			
	Estimate:				D.:						
	Flight Dates		29/24 - 11/04/24		Primary A		Nick Welte				
	Original Dat		05/16/24 / 05/16/24			Sales Office:		HPHIL			
	Order Type:	GE	NERAL		Sales Reg	gion:	NAT				
Agency	Name:	Wa	terfront Strategies	5							
	Buying Con	tact:			Billing Type:		Cash				
	Billing Conta	act: Nic	Nicole Meade 3050 K Street NW		Billing Calendar:		Broadcast				
		305			Billing Cyd	cle:	EOM/EOC				
		Was	Washington, DC 20007		Agency C	Agency Commission:		15%			
Advertiser	Name:	Iss	ue/Future Forward	USA Action							
	Demographic:		j+		New Busi						
	Product Co		lssue		Advertise	Advertiser External ID: Agency External ID: Unit Code:					
	Revenue Co	ode 1: AG	Y		Agency E						
	Revenue Co							General			
	Revenue Co		ISS			Order Separation:		00:30:00			
	Priority:		P-2								
Bill Plan					Totals						
Start Date	End Date	# Spots Gros	s Amount Net A	mount	Month	# Spots	Gross Amount	Net Amount	Rating		
10/28/24	11/04/24	26	\$3,210.00	\$2,728.50	November 2024 Totals	26 26	\$3,210.00 \$3,210.00	\$2,728.50 \$2,728.50	0.00		
Account Execu	utives					-		* ,			
Account Execut	ive	Sales Office	Sales Region	Start Date / E	Ind Date	Order %	]				
Nick Welte				Start Of Orde	er - End Of Order	100%	-				
Order Share											
	[	Share	Total								
WMLW-TV	[	Share 1%									
WMLW-TV Market	[		\$3,210.00								
	nare	1%	\$3,210.00								
Market Competitive Sh CABLE	nare	1% 100% Share 0%	\$3,210.00 \$321,000.00 Total \$0.00								
Market Competitive St CABLE WBME	nare	1% 100% Share 0% 0%	\$3,210.00 \$321,000.00 Total \$0.00 \$0.00								
Market Competitive SH CABLE WBME WCGV	nare	1% 100% Share 0% 0% 0%	\$3,210.00 \$321,000.00 Total \$0.00 \$0.00 \$0.00								
Market Competitive St CABLE WBME WCGV WDJT	nare	1% 100% Share 0% 0% 0% 22%	\$3,210.00 \$321,000.00 Total \$0.00 \$0.00 \$0.00 \$70,620.00								
Market Competitive SH CABLE WBME WCGV WDJT WISN	nare	1% 100% Share 0% 0% 22% 28%	\$3,210.00 \$321,000.00 Total \$0.00 \$0.00 \$70,620.00 \$89,880.00								
Market CABLE WBME WCGV WDJT WISN WITI	nare	1% 100% Share 0% 0% 22% 28% 34%	\$3,210.00 \$321,000.00 Total \$0.00 \$0.00 \$70,620.00 \$89,880.00 \$109,140.00								
Market CABLE WBME WCGV WDJT WISN WITI WPXE	nare	1% 100% Share 0% 0% 0% 22% 28% 34% 0%	\$3,210.00 \$321,000.00 Total \$0.00 \$0.00 \$70,620.00 \$89,880.00 \$109,140.00 \$0.00								
Market CABLE WBME WCGV WDJT WISN WITI WPXE WTMJ	nare [	1% 100% Share 0% 0% 0% 22% 28% 34% 0% 15%	\$3,210.00 \$321,000.00 Total \$0.00 \$0.00 \$70,620.00 \$89,880.00 \$109,140.00 \$0.00 \$48,150.00								
Market CABLE WBME WCGV WDJT WISN WITI WPXE	nare [	1% 100% Share 0% 0% 0% 22% 28% 34% 0%	\$3,210.00 \$321,000.00 Total \$0.00 \$0.00 \$70,620.00 \$89,880.00 \$109,140.00 \$0.00 \$48,150.00 \$0.00								
Market CABLE WBME WCGV WDJT WISN WITI WPXE WTMJ WVTV WYTU		1% 100% Share 0% 0% 22% 28% 34% 0% 15% 0%	\$3,210.00 \$321,000.00 Total \$0.00 \$0.00 \$70,620.00 \$89,880.00 \$109,140.00 \$0.00 \$48,150.00 \$0.00 \$48,000								
Market CABLE WBME WCGV WDJT WISN WITI WPXE WTMJ WVTV WYTU Ln Ch	Start End	1% 100% Share 0% 0% 22% 28% 34% 0% 15% 0% 0%	\$3,210.00 \$321,000.00 Total \$0.00 \$0.00 \$70,620.00 \$89,880.00 \$109,140.00 \$0.00 \$48,150.00 \$48,150.00 \$0.00 \$0.00	< Start/End		Len Spots	Rate Pri Rtg		Amount		
Market CABLE WBME WCGV WDJT WISN WITI WPXE WTMJ WVTV WYTU	Start End	1% 100% Share 0% 0% 22% 28% 34% 0% 15% 0% 0% 0% 15% 0% 22% 28% 34% 0% 15% 0% 24 9am-10am	\$3,210.00 \$321,000.00 Total \$0.00 \$0.00 \$70,620.00 \$89,880.00 \$109,140.00 \$0.00 \$48,150.00 \$48,150.00 \$0.00 \$0.00 \$0.00	Start/End <sup>-1</sup> 9a-10a	<u>Time Days</u> MTWTF	Len Spots :30 3	Rate Pri Rtg \$60.00 P-2 0.00		<u>Amount</u> \$180.00		
Market CABLE WBME WCGV WDJT WISN WITI WPXE WTMJ WVTV WYTU Ln Ch S N 1 WMLW 1	Start End 0/29/24 11/04/	1% 100% Share 0% 0% 22% 28% 34% 0% 15% 0% 0% 15% 0% 22% 28% 34% 0% 15% 0% 22% 28% 34% 0% 22% 28% 28% 34% 0% 22% 28% 28% 28% 28% 28% 28% 28% 28% 28	\$3,210.00 \$321,000.00 Total \$0.00 \$0.00 \$70,620.00 \$89,880.00 \$109,140.00 \$0.00 \$48,150.00 \$0.00 \$48,150.00 \$0.00 \$0.00 \$0.00 \$0.00	9a-10a	MTWTF						
Market CABLE WBME WCGV WDJT WISN WITI WPXE WTMJ WVTV WYTU Ln Ch	<u>Start End</u> 0/29/24 11/04/ Date End Da	1% 100% Share 0% 0% 22% 28% 34% 0% 15% 0% 15% 0% 15% 0% 22% 28% 34% 0% 15% 0% 22% 28% 28% 28% 28% 28% 28% 28% 28% 28	\$3,210.00 \$321,000.00 Total \$0.00 \$0.00 \$70,620.00 \$89,880.00 \$109,140.00 \$0.00 \$48,150.00 \$0.00 \$48,150.00 \$0.00 \$0.00 \$0.00 \$0.00	9a-10a							

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Order / Rev:	458009	Advertiser:	Issue/Future Forward USA Action	
Alt Order #:	10780432	Product Desc:	FF USA ACTION	WMLW-TV
Flight Dates:	10/29/24 - 11/04/24	Estimate:	13281	

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Ler	n Spots	Rate Pri	Rtg Type	Spots	Amount
			10am-11am Couples Court/C	ounles Court								
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10		11/04/24	MTWTF	3	\$60.00	0.00						
N 3 WMLW	10/29/2	4 11/04/24	11am-12pm	СМ	11a-12p	MTWTF-	- :3	30 3	\$60.00 P-2	0.00 NM	3	\$180.00
01		E. J. D. (	We the People/W	•	Data	Deffer						
<u>Sta</u> Week: 10/	art Date /29/24	End Date 11/04/24	Weekdays MTWTF	Spots/Week 3	<u>Rate</u> \$60.00	Rating 0.00						
N 4 WMLW			12pm-1pm	CM	12p-1p	MTWTF-	- :3	30 3	\$70.00 P-2	0.00 NM	3	\$210.00
			Judge Mathis									·
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/24	MTWTF	3	\$70.00	0.00						
N 5 WMLW	10/29/2	24 11/04/24	1pm-2pm People's Court	СМ	1р-2р	MTWTF-	- :3	30 3	\$70.00 P-2	0.00 NM	3	\$210.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/29/24	11/04/24	MTWTF	3	\$70.00	0.00						
N 6 WMLW	10/29/2	4 11/04/24	2pm-3pm	CM	2р-3р	MTWTF-	- :3	30 3	\$100.00 P-2	0.00 NM	3	\$300.00
			Justice For The F									
<u>Sta</u> Week: 10	art Date	End Date 11/04/24	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
N 7 WMLW			3pm-4pm	3 CM	\$100.00 3p-4p	0.00 MTWTF-	- :3	30 3	\$150.00 P-2	0.00 NM	3	\$450.00
	10/29/2	4 11/04/24	Mathis Court/Mat	-	Sp-4p	IVII WII'-	3	50 5	\$150.00 F-2	0.00 100	3	φ450.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/29/24	11/04/24	MTWTF	3	\$150.00	0.00						
N 8 WMLW	10/29/2	4 11/04/24	M-F 7p-8p	CM	7р-8р	MTWTF-	- :3	30 2	\$350.00 P-2	0.00 NM	2	\$700.00
			Dateline / 7p-8p									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/24	MTWTF	2	\$350.00	0.00			#050.00 D.0	0.00 1114	0	<b>*7</b> 00.00
N 9 WMLW	10/29/2	4 11/04/24	M-F 8p-9p 48 Hours	СМ	8p-9p	MTWTF-	- :3	30 2	\$350.00 P-2	0.00 NM	2	\$700.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/29/24	11/04/24	MTWTF	2	\$350.00	0.00						
N10 WMLW	11/03/2	4 11/03/24	Sun 4p-5p	CM	Su 4p-5p		1 :3	80 1	\$100.00 P-2	0.00 NM	1	\$100.00
	_		Law & Order SVI		_							
<u>Sta</u> Week: 11/	art Date	End Date 11/09/24	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00						
vveek: 11	03/24	11/09/24	1	1	\$100.00	0.00						<u> </u>
										Totals	26	\$3,210.00