

New Order

Agency: Waterfront Strategies
Office: Washington
Client: 405 - Duty and Honor
Product: 432 - General
Piggyback Product:
Estimate: 13265 - Duty and Honor OH 6.24-6.30

Station: WUPW-TV
Order Type: Normal
Cancel Date:
Received in ePort: 5/9/2024 10:01:19 AM

Flight Start: 06/24/2024
Flight End: 06/30/2024
Hiatus:

Primary Demo:
Demo 2:
Demo 3:
GRP: 0.00
CPP: \$0.00
GIMP: 0
CPM: \$0.00
Comments: Separation: 30
 PopulationBuyType: CPP

Local/National: Local
Rep Office: WUPW-TV
AE: Damon Sturdivant
Phone:
OrderID: 13422879
Status: Pending Review

Airtime Dollars: \$7,210.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00
Total Dollars: \$7,210.00
Total Spots: 38

MarketShare:

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	6/24	Total				
							Spots	Rtg	CPP	Imp	CPM
1	MTuWThF 7A-9A FOX36 DAYBREAK	EM	\$150.00	C	30	5	5				
CS-Q2 (sell) - TOLEDO - ESTIMATE IS BASED ON PAV of WTOL News 11 Daybreak on FOX36 on WUPW airing 132 times on 3/28/2022, 3/29/2022, 3/30/2022, 3/31/2022, 4/1/2022, 4/4/2022, 4/5/2022, 4/6/2022, 4/7/2022, 4/8/2022, 4/11/2022, 4/12/2022, 4/13/2022, 4/14/20											
2	Su 9A-10A FOX NEWS SUNDAY	DT	\$110.00	C	30	1	1				
CS-Q2 (sell) - TOLEDO - ESTIMATE IS BASED ON PAV of Fox News Sunday with Chris Wallace on WUPW airing 14 times on 3/28/2021, 4/4/2021, 4/11/2021, 4/18/2021, 4/25/2021, 5/2/2021, 5/9/2021, 5/16/2021, 5/23/2021, 5/30/2021, 6/6/2021, 6/13/2021, 6/20/2021 and											
3	MTuWThF 6P-6:30P YOUNG SHELDON	EF	\$200.00	C	30	5	5				
CS-Q2 (sell) - TOLEDO - ESTIMATE IS BASED ON PAV of Young Sheldon on WUPW airing 66 times on 3/28/2022, 3/29/2022, 3/30/2022, 3/31/2022, 4/1/2022, 4/4/2022, 4/5/2022, 4/6/2022, 4/7/2022, 4/8/2022, 4/11/2022, 4/12/2022, 4/13/2022, 4/14/2022, 4/15/2022, 4/1											
4	MTuWThF 6:30P-7P YOUNG SHELDON	PA	\$200.00	C	30	5	5				

New Order (Page 2)

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	6/24	Total				
							Spots	Rtg	CPP	Imp	CPM
CS-Q2 (sell) - TOLEDO - ESTIMATE IS BASED ON PAV of Young Sheldon on WUPW airing 33 times on 9/27/2021, 9/28/2021, 9/29/2021, 9/30/2021, 10/1/2021, 10/4/2021, 10/5/2021, 10/6/2021, 10/8/2021, 10/11/2021, 10/12/2021, 10/13/2021, 10/18/2021, 10/19/2021, 10/											
5	MTuWThF 7P-7:30P BIG BANG THEORY	PA	\$275.00	C	30	5	5				
CS-Q2 (sell) - TOLEDO - ESTIMATE IS BASED ON PAV of Young Sheldon on WUPW airing 33 times on 9/27/2021, 9/28/2021, 9/29/2021, 9/30/2021, 10/1/2021, 10/4/2021, 10/5/2021, 10/6/2021, 10/8/2021, 10/11/2021, 10/12/2021, 10/13/2021, 10/18/2021, 10/19/2021, 10/											
6	MTuWThF 7:30P-8P BIG BANG THEORY	PA	\$275.00	C	30	5	5				
CS-Q2 (sell) - TOLEDO - ESTIMATE IS BASED ON PAV of Young Sheldon on WUPW airing 33 times on 9/27/2021, 9/28/2021, 9/29/2021, 9/30/2021, 10/1/2021, 10/4/2021, 10/5/2021, 10/6/2021, 10/8/2021, 10/11/2021, 10/12/2021, 10/13/2021, 10/18/2021, 10/19/2021, 10/											
7	MTuWThF 11P-11:30P SEINFELD	LF	\$150.00	C	30	5	5				
CS-Q2 (sell) - TOLEDO - ESTIMATE IS BASED ON PAV of Seinfeld on WUPW airing 66 times on 3/28/2022, 3/29/2022, 3/30/2022, 3/31/2022, 4/1/2022, 4/4/2022, 4/5/2022, 4/6/2022, 4/7/2022, 4/8/2022, 4/11/2022, 4/12/2022, 4/13/2022, 4/14/2022, 4/15/2022, 4/18/2022											
8	MTuWThF 11:30P-12A SEINFELD	LF	\$150.00	C	30	5	5				
CS-Q2 (sell) - TOLEDO - ESTIMATE IS BASED ON PAV of Seinfeld on WUPW airing 66 times on 3/28/2022, 3/29/2022, 3/30/2022, 3/31/2022, 4/1/2022, 4/4/2022, 4/5/2022, 4/6/2022, 4/7/2022, 4/8/2022, 4/11/2022, 4/12/2022, 4/13/2022, 4/14/2022, 4/15/2022, 4/18/2022											
9	Sa 12:30A-1:30A BIG BANG THEORY	LF	\$65.00	C	30	1	1				
CS-Q2 (sell) - TOLEDO - ACTUAL May/2022 Sat 9:30a-10:00a TIME PERIOD ON WUPW											
10	Sa 1:30A-2:30A YOUNG SHELDON	LF	\$35.00	C	30	1	1				
CS-Q2 (sell) - TOLEDO - ACTUAL May/2022 Sat 9:30a-10:00a TIME PERIOD ON WUPW											
Total Spots:						38					
Cash\$ - Spots: \$7,210.00 - 38 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$7,210.00 Total GRP - CPP: 0.0 - \$0.00 Total GIMP(000) - CPM: 0 - \$0.00											