

ORDER



Orders
Order / Rev: 76608
Alt Order #: 27951359
Product Desc: Issue
Estimate: 163/173/12147
Flight Dates: 10/11/22 - 10/17/22
Original Date / Rev: 09/29/22 / 09/29/22
Order Type: GENERAL

WICU-DT1
Primary AE: Shepard Ritzen
Sales Office: MPHIL
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K. Street NW
 Washington, DC 20007

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

Advertiser Name: Senate Majority PAC
Demographic: HH
Product Codes: PAC
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
09/26/22	10/17/22	8	\$6,600.00	\$5,610.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	8	\$6,600.00	\$5,610.00	0.00
Totals	8	\$6,600.00	\$5,610.00	0.00

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%	\$6,600.00
Market	100%	\$22,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EICU	0%	\$0.00
ESEE	0%	\$0.00
SEE	0%	\$0.00
UNKWN	70%	\$15,400.00
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	10/11/22	10/17/22	Today Show Today Show	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/11/22	10/17/22	MTWTF--		1		\$600.00		0.00					
N 2	WICU	10/11/22	10/17/22	Today Show Today Show	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	1	\$700.00	P-01	0.00	NM	1	\$700.00

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WICU-DT1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/11/22	10/17/22	MTWTF--		1				\$700.00		0.00			
N 3	WICU	10/15/22	10/15/22	Morning Weekend News Erie News Now Weekend	CM	8:00 AM-9:00 AM	-----S-	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
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:		10/10/22	10/16/22	-----S-		1				\$600.00		0.00			
N 4	WICU	10/11/22	10/17/22	Early News Weekday (3) Erie News Now @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	1	\$1,200.00	P-01	0.00	NM	1	\$1,200.00
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:		10/11/22	10/17/22	MTWTF--		1				\$1,200.00		0.00			
N 5	WICU	10/15/22	10/15/22	Morning Weekend News Erie News Now Weekend	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-----S-	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
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:		10/10/22	10/16/22	-----S-		1				\$600.00		0.00			
N 6	WICU	10/15/22	10/15/22	Early News Weekend 1s Erie News Now Sat 6pm	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
Erie News Now Weekend @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	-----S-		1				\$1,000.00		0.00			
N 7	WICU	10/16/22	10/16/22	Early News Weekend 2n Erie News Now Sun 6pm	CM	6:00 PM-6:30 PM	-----S	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
Erie News Now Weekend @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/10/22	10/16/22	-----S		1				\$1,000.00		0.00			
N 8	WICU	10/11/22	10/17/22	Early News Weekday (2) Erie News Now @ 530pm	CM	5:30 PM-6:00 PM	MTWTF--	:30	1	\$900.00	P-01	0.00	NM	1	\$900.00
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:		10/11/22	10/17/22	MTWTF--		1				\$900.00		0.00			
													Totals	8	\$6,600.00