

ORDER



Orders
Order / Rev: 72118
Alt Order #: 27756209
Product Desc: Issue
Estimate: 163/173/10484
Flight Dates: 11/01/22 - 11/07/22
Original Date / Rev: 03/30/22 / 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
10/31/22	11/07/22	38	\$20,395.00	\$17,335.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2022	38	\$20,395.00	\$17,335.75	0.00
Totals	38	\$20,395.00	\$17,335.75	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	27%	\$20,395.00
Market	100%	\$75,537.04

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EICU	0%	\$0.00
ESEE	0%	\$0.00
SEE	0%	\$0.00
UNKWN	73%	\$55,142.04
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	11/01/22	11/07/22	M-F 6a-7a Erie News Now Sunrise @ 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	MTWTF--	:30	2	\$200.00	P-01	0.00	NM	2	\$400.00
Erie News Now Sunrise @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/01/22	11/07/22	MTWTF--			2		\$200.00		0.00				
N 2	WICU	11/01/22	11/07/22	M-F 6a-7a Erie News Now Sunrise @ 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	2	\$200.00	P-01	0.00	NM	2	\$400.00

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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
Erie News Now Sunrise @ 630A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/01/22	11/07/22	MTWTF--		2			\$200.00		0.00				
N 3	WICU	11/01/22	11/07/22	Today Show Today Show	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	3	\$400.00	P-01	0.00	NM	3	\$1,200.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/01/22	11/07/22	MTWTF--		3			\$400.00		0.00				
N 4	WICU	11/01/22	11/07/22	Today Show Today Show	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	2	\$600.00	P-01	0.00	NM	2	\$1,200.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/01/22	11/07/22	MTWTF--		2			\$600.00		0.00				
N 5	WICU	11/05/22	11/05/22	Saturday Today Saturday Today	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----S-	:30	1	\$200.00	P-01	0.00	NM	1	\$200.00
NBC Saturday Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/31/22	11/06/22	-----S-		1			\$200.00		0.00				
N 6	WICU	11/05/22	11/05/22	Morning Weekend News Erie News Now Weekend	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-----S-	:30	1	\$250.00	P-01	0.00	NM	1	\$250.00
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:		10/31/22	11/06/22	-----S-		1			\$250.00		0.00				
N 7	WICU	11/05/22	11/05/22	Morning Weekend News Erie News Now Weekend	CM	8:30 AM-9:00 AM (8:30 AM-9:00 AM)	-----S-	:30	1	\$250.00	P-01	0.00	NM	1	\$250.00
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:		10/31/22	11/06/22	-----S-		1			\$250.00		0.00				
N 8	WICU	11/06/22	11/06/22	Morning Weekend News Erie News Now Weekend	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-----S	:30	1	\$250.00	P-01	0.00	NM	1	\$250.00
Erie News Now Weekends @ 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/31/22	11/06/22	-----S		1			\$250.00		0.00				
N 9	WICU	11/06/22	11/06/22	Sunday Today Sunday Today	CM	9:00 AM-10:00 AM	-----S	:30	1	\$200.00	P-01	0.00	NM	0	\$0.00
NBC Sunday Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/31/22	11/06/22	-----S		1			\$200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>				<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WICU	10/31/22-11/06/22	Sunday Today				9:00 AM-10:00 AM	-----Su	:30	(\$200.00)	0.00	NM			
Credited [LUR, madegood on line 32]															
N 10	WICU	11/01/22	11/07/22	M-F 9a-10a Today Show III	CM	9:00 AM-10:00 AM	MTWTF--	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00
Today Third Hour-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/01/22	11/07/22	MTWTF--		1			\$150.00		0.00				
N 11	WICU	11/01/22	11/07/22	M-F 10a-11a Today w/Hoda & Jenna	CM	10:00 AM-11:00 AM	MTWTF--	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00
Today with Hoda & Jenna-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/01/22	11/07/22	MTWTF--		1			\$150.00		0.00				
N 12	WICU	11/01/22	11/07/22	M-F 1130a-1230p People's Court	CM	11:30 AM-12:30 PM	MTWTF--	:30	1	\$100.00	P-01	0.00	NM	1	\$100.00
People's Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/01/22	11/07/22	MTWTF--		1			\$100.00		0.00				
N 13	WICU	11/01/22	11/07/22	M-F 1p-2p NBC News Daily	CM	1:00 PM-2:00 PM	MTWTF--	:30	1	\$200.00	P-01	0.00	NM	1	\$200.00
Days of Our Lives-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

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WICU-DT1

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N 14	WICU	11/01/22	11/07/22	M-F 4p-5p (EF) Ellen	CM	4:00 PM-5:00 PM	MTWTF--	:30	1	\$170.00	P-01	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/22	11/07/22	MTWTF--		1				\$200.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WICU	11/01/22-11/07/22	M-F 4p-5p (EF)		4:00 PM-5:00 PM		MTWThF----	:30	(\$170.00)	0.00	NM		
		Credited [program change, madegood on line 33]													
N 15	WICU	11/01/22	11/07/22	Erie News Now @ 1230p Erie News Now @ 1230p	CM	12:30 PM-1:00 PM	MTWTF--	:30	1	\$225.00	P-01	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/22	11/07/22	MTWTF--		1				\$225.00		0.00			
N 16	WICU	11/01/22	11/07/22	Early News Weekday (1st) Erie News Now @ 5p	CM	5:00 PM-5:30 PM	MTWTF--	:30	1	\$500.00	P-01	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:		11/01/22	11/07/22	MTWTF--		1				\$500.00		0.00			
N 17	WICU	11/01/22	11/07/22	Early News Weekday (2nd) Erie News Now @ 530p	CM	5:30 PM-6:00 PM	MTWTF--	:30	2	\$600.00	P-01	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/22	11/07/22	MTWTF--		2				\$600.00		0.00			
N 18	WICU	11/01/22	11/07/22	Early News Weekday (3rd) Erie News Now @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	3	\$700.00	P-01	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/22	11/07/22	MTWTF--		3				\$700.00		0.00			
N 19	WICU	11/01/22	11/07/22	Early News Weekday (4th) Erie News Now at 7p	CM	7:00 PM-7:30 PM	MTWTF--	:30	1	\$800.00	P-01	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/22	11/07/22	MTWTF--		1				\$800.00		0.00			
N 20	WICU	11/05/22	11/05/22	Early News Weekend 1st Erie News Now Sat 6pm	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$500.00	P-01	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:		10/31/22	11/06/22	-----S-		1				\$500.00		0.00			
N 21	WICU	11/06/22	11/06/22	Early News Weekend 2nd Erie News Now Sun 6pm	CM	6:00 PM-6:30 PM	-----S	:30	1	\$500.00	P-01	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/22	11/06/22	-----S		1				\$500.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WICU	10/31/22-11/06/22	Early News Weekend 2nd		6:00 PM-6:30 PM		-----Su	:30	(\$500.00)	0.00	NM		
		Credited [program preempted for NASCAR, madegood on line 34]													
N 22	WICU	11/01/22	11/07/22	M-F 730p-8p People TV	CM	7:30 PM-8:00 PM	MTWTF--	:30	1	\$400.00	P-01	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/22	11/07/22	MTWTF--		1				\$400.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WICU	11/01/22-11/07/22	M-F 730p-8p		7:30 PM-8:00 PM		MTWThF----	:30	(\$400.00)	0.00	NM		
		Credited [MG line 31]													
N 23	WICU	11/01/22	11/07/22	Late News M-F Erie News Now at 11p	CM	11:00 PM-11:35 PM (11:00 PM-11:35 PM)	MTWTF--	:30	1	\$700.00	P-01	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/22	11/07/22	MTWTF--		1				\$700.00		0.00			

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WICU-DT1

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Erie News Now @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/22	11/07/22	MTWTF--		1				\$700.00		0.00			
N24	WICU	11/06/22	11/06/22	Sun 11:30p-12a Inside Edition	CM	11:30 PM-12:00 XM (11:30 PM-12:00 XM)	-----S	:30	1	\$500.00	P-01	0.00	NM	1	\$500.00
Erie News Now @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/22	11/06/22	-----S		1				\$500.00		0.00			
N25	WICU	11/01/22	11/07/22	Network Late Night Show Tonight Show w/Jimmy Fallon	CM	11:35 PM-12:35 XM (11:35 PM-12:35 XM)	XMTWTF--	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00
Tonight Show-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/22	11/07/22	MTWTF--		1				\$150.00		0.00			
N26	WICU	11/01/22	11/01/22	Tuesday Prime Hr 1 The Voice	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	-T-----	:30	1	\$2,000.00	P-01	0.00	NM	1	\$2,000.00
The Voice Tue-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/22	11/06/22	-T-----		1				\$2,000.00		0.00			
N27	WICU	11/02/22	11/02/22	Wednesday Prime Hr 2 Chicago Fire	CM	9:00 PM-10:00 PM	--W----	:30	1	\$2,000.00	P-01	0.00	NM	1	\$2,000.00
Chicago Fire-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/22	11/06/22	--W----		1				\$2,000.00		0.00			
N28	WICU	11/02/22	11/02/22	Wednesday Prime Hr 3 Chicago PD	CM	10:00 PM-11:00 PM	PI--W----	:30	1	\$2,000.00	P-01	0.00	NM	1	\$2,000.00
Chicago PD-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/22	11/06/22	--W----		1				\$2,000.00		0.00			
N29	WICU	11/03/22	11/03/22	Thursday Prime Hr 1 Law & Order	CM	8:00 PM-9:00 PM	---T---	:30	1	\$1,200.00	P-01	0.00	NM	1	\$1,200.00
Law & Order-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/22	11/06/22	---T---		1				\$1,200.00		0.00			
N30	WICU	11/06/22	11/06/22	Nascar NASCAR Phoenix Raceway	CM	3:00 PM-7:00 PM (3:00 PM-7:00 PM)	-----S	:30	1	\$500.00	P-01	0.00	NM	1	\$500.00
NASCAR Cup: Phoenix Raceway															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/22	11/06/22	-----S		1				\$500.00		0.00			
N31	WICU	11/01/22	11/07/22	M-F 730p-8p Inside Edition	CM	Mon-Fri 7:30pm-8p	MTWTF--	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/22	11/07/22	MTWTF--		1				\$400.00		0.00			
N32	WICU	11/05/22	11/05/22	Saturday Today Saturday Today	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-----S-	:30	1	\$200.00	P-01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/22	11/06/22	-----S-		1				\$200.00		0.00			
N33	WICU	11/01/22	11/07/22	Erie News Now @ 4pm Erie News Now @ 4pm	CM	4pm-5pm	MTWTF--	:30	1	\$170.00	P-01	0.00	NM	1	\$170.00
Ellen															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/22	11/07/22	MTWTF--		1				\$170.00		0.00			
N34	WICU	11/01/22	11/07/22	Early News Weekday (10-11) Erie News Now @ 5p	CM	5:00 PM-5:30 PM	MTWTF--	:30	1	\$500.00	P-01	0.00	NM	1	\$500.00
Erie News Now @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/01/22	11/07/22	MTWTF--		1				\$500.00		0.00			

Totals 38 \$20,395.00