

ORDER



Orders
Order / Rev: 72119
Alt Order #: 27756210
Product Desc: Issue
Estimate: 163/173/10483
Flight Dates: 10/25/22 - 10/31/22
Original Date / Rev: 03/30/22 / 03/30/22
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 Thru:
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	10/30/22	36	\$24,045.00	\$20,438.25
10/31/22	10/31/22	9	\$4,100.00	\$3,485.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	36	\$24,045.00	\$20,438.25	0.00
November 2022	9	\$4,100.00	\$3,485.00	0.00
Totals	45	\$28,145.00	\$23,923.25	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%	\$28,145.00
Market	100%	\$104,240.74

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EICU	0%	\$0.00
ESEE	0%	\$0.00
SEE	0%	\$0.00
UNKWN	73%	\$76,095.74
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	10/25/22	10/31/22	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/25/22	10/31/22	MTWTF--		2				\$200.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WICU	10/25/22	10/31/22	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
				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:	10/25/22	10/31/22	MTWTF--		2				\$200.00		0.00			
N 3	WICU	10/25/22	10/31/22	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:	10/25/22	10/31/22	MTWTF--		3				\$400.00		0.00			
N 4	WICU	10/25/22	10/31/22	Today Show Today Show	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	3	\$600.00	P-01	0.00	NM	3	\$1,800.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/25/22	10/31/22	MTWTF--		3				\$600.00		0.00			
N 5	WICU	10/29/22	10/29/22	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:	10/24/22	10/30/22	-----S-		1				\$200.00		0.00			
N 6	WICU	10/29/22	10/29/22	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:	10/24/22	10/30/22	-----S-		1				\$250.00		0.00			
N 7	WICU	10/29/22	10/29/22	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:	10/24/22	10/30/22	-----S-		1				\$250.00		0.00			
N 8	WICU	10/30/22	10/30/22	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:	10/24/22	10/30/22	-----S		1				\$250.00		0.00			
N 9	WICU	10/30/22	10/30/22	Sunday Today Sunday Today	CM	9:00 AM-10:00 AM	-----S	:30	1	\$200.00	P-01	0.00	NM	1	\$200.00
				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:	10/24/22	10/30/22	-----S		1				\$200.00		0.00			
N 10	WICU	10/25/22	10/31/22	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:	10/25/22	10/31/22	MTWTF--		1				\$150.00		0.00			
N 11	WICU	10/25/22	10/31/22	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:	10/25/22	10/31/22	MTWTF--		1				\$150.00		0.00			
N 12	WICU	10/25/22	10/31/22	M-F 11a-11:30a Hot Bench	CM	11:00 AM-11:30 AM (11:00 AM-11:30 AM)	MTWTF--	:30	1	\$100.00	P-01	0.00	NM	1	\$100.00
				Hot Bench											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/25/22	10/31/22	MTWTF--		1				\$100.00		0.00			
N 13	WICU	10/25/22	10/31/22	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:	10/25/22	10/31/22	MTWTF--		1				\$100.00		0.00			
N 14	WICU	10/25/22	10/31/22		CM	1:00 PM-2:00 PM	MTWTF--	:30	1	\$200.00	P-01	0.00	NM	1	\$200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 1p-2p Days of Our Lives											
				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>								
Week:		10/25/22	10/31/22	MTWTF--	1	\$200.00	0.00								
N15	WICU	10/25/22	10/31/22	M-F 2p-3p Judge Mablean	CM	2:00 PM-3:00 PM	MTWTF--	:30	1	\$100.00	P-01	0.00	NM	1	\$100.00
				Judge Mablean											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/25/22	10/31/22	MTWTF--	1	\$100.00	0.00								
N16	WICU	10/25/22	10/31/22	M-F 3p-4p (DY) The Kelly Clarkson Show	CM	3:00 PM-4:00 PM	MTWTF--	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00
				Kelly Clarkson											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/25/22	10/31/22	MTWTF--	1	\$150.00	0.00								
N17	WICU	10/25/22	10/31/22	M-F 4p-5p (EF) Ellen	CM	4:00 PM-5:00 PM	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:		10/25/22	10/31/22	MTWTF--	1	\$170.00	0.00								
N18	WICU	10/25/22	10/31/22	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
				Erie News Now @ 1230pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/25/22	10/31/22	MTWTF--	1	\$225.00	0.00								
N19	WICU	10/25/22	10/31/22	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
				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:		10/25/22	10/31/22	MTWTF--	1	\$500.00	0.00								
N20	WICU	10/25/22	10/31/22	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
				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:		10/25/22	10/31/22	MTWTF--	2	\$600.00	0.00								
N21	WICU	10/25/22	10/31/22	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
				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:		10/25/22	10/31/22	MTWTF--	3	\$700.00	0.00								
N22	WICU	10/25/22	10/31/22	Early News Weekday (4th) Erie News Now at 7p	CM	7:00 PM-7:30 PM	MTWTF--	:30	2	\$800.00	P-01	0.00	NM	2	\$1,600.00
				Erie News Now @ 7P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/25/22	10/31/22	MTWTF--	2	\$800.00	0.00								
N23	WICU	10/29/22	10/29/22	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
				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:		10/24/22	10/30/22	-----S-	1	\$500.00	0.00								
N24	WICU	10/30/22	10/30/22	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	1	\$500.00
				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:		10/24/22	10/30/22	-----S	1	\$500.00	0.00								
N25	WICU	10/25/22	10/31/22	M-F 730p-8p People TV	CM	7:30 PM-8:00 PM	MTWTF--	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
				People TV											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		10/25/22	10/31/22	MTWTF--	1	\$400.00	0.00								
N26	WICU	10/25/22	10/31/22		CM	11:00 PM-11:35 PM	MTWTF--	:30	1	\$700.00	P-01	0.00	NM	1	\$700.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Late News M-F												
				Erie News Now at 11p		(11:00 PM-11:35 PM)										
				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:		10/25/22	10/31/22	MTWTF--		1			\$700.00		0.00					
N27	WICU	10/30/22	10/30/22	Sun 11:30p-12a	CM	11:30 PM-12:00 XM	-----S	:30	1	\$500.00	P-01	0.00	NM	1	\$500.00	
				Inside Edition												
				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:		10/24/22	10/30/22	-----S		1			\$500.00		0.00					
N28	WICU	10/25/22	10/31/22	Network Late Night Show	CM	11:35 PM-12:35 XM	XMTWTF--	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00	
				Tonight Show w/Jimmy Fallon												
				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:		10/25/22	10/31/22	MTWTF--		1			\$150.00		0.00					
N29	WICU	10/25/22	10/25/22	Tuesday Prime Hr 1	CM	8:00 PM-9:00 PM	-T-----	:30	1	\$2,000.00	P-01	0.00	NM	1	\$2,000.00	
				The Voice												
				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:		10/24/22	10/30/22	-T-----		1			\$2,000.00		0.00					
N30	WICU	10/25/22	10/25/22	Tuesday Prime Hr 3	CM	10:00 PM-11:00 PM	-T-----	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00	
				New Amsterdam												
				New Amsterdam-NBC												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/24/22	10/30/22	-T-----		1			\$1,000.00		0.00					
N31	WICU	10/26/22	10/26/22	Wednesday Prime Hr 2	CM	9:00 PM-10:00 PM	--W----	:30	1	\$2,000.00	P-01	0.00	NM	1	\$2,000.00	
				Chicago Fire												
				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:		10/24/22	10/30/22	--W----		1			\$2,000.00		0.00					
N32	WICU	10/26/22	10/26/22	Wednesday Prime Hr 3	CM	10:00 PM-11:00 PM	--W----	:30	1	\$2,000.00	P-01	0.00	NM	1	\$2,000.00	
				Chicago PD												
				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:		10/24/22	10/30/22	--W----		1			\$2,000.00		0.00					
N33	WICU	10/27/22	10/27/22	Thursday Prime Hr 1	CM	8:00 PM-9:00 PM	---T---	:30	1	\$1,200.00	P-01	0.00	NM	1	\$1,200.00	
				Law & Order												
				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:		10/24/22	10/30/22	---T---		1			\$1,200.00		0.00					
N34	WICU	10/30/22	10/30/22	Nascar	CM	2:00 PM-6:00 PM	-----S	:30	1	\$500.00	P-01	0.00	NM	1	\$500.00	
				Nascar: Martinsville												
				NASCAR Cup: Martinsville												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/24/22	10/30/22	-----S		1			\$500.00		0.00					
N35	WICU	10/30/22	10/30/22	NFL Reg Season In Game	CM	8:20 PM-11:30 PM	-----S	:30	1	\$5,000.00	P-01	0.00	NM	1	\$5,000.00	
				NFL Regular In Game												
				Sunday Night Football												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		10/24/22	10/30/22	-----S		1			\$5,000.00		0.00					
													Totals	45	\$28,145.00	