SWICU Erie, PA 16508

WICU 3514 State Street

Main: (814) 454-5201

Billing: (814) 454-5201 ext 829

www.erienewsnow.com

Billing Address:

Waterfront Strategies Attention: Accounts Payable 3050 K. Street NW Suite 100 Washington, DC 20007

Send Payment To:

WICU 3514 State Street Erie, PA 16508 www.erienewsnow.com/pay

Property	WICU				
Invoice #	72118-1	Order #	72118		
Invoice Date	11/07/22	Alt Order #	27756209		
Invoice Month	November 2022	Deal #			
Invoice Period	10/31/22 - 11/07/22	Flight Dates	11/01/22 - 11/07/22		
Advertiser	Senate Majority PAC	,			
Product	Issue				
Estimate #	163/173/10484				
	Account Executive	Shepard Ritzen Millenium Philadelphia			
	Sales Office				
	Sales Region	National			
	Agency Code				
	Advertiser Code	163			
	Billing Calendar	Broadcast			
	Billing Type	Cash			
	Special Handling				
	Agency Ref				
	Advertiser Ref				
	Product 1	173			
	Product 2				

							Spots/				
Line Start Date	End Date	Description		Start/End Time	MTWTFSS	Length	Week	Rate	Туре		
1 11/01/22	11/07/22	Erie News N @ 6a	Now Sunrise	6:00 AM-6:30 AM	МГWГF	:30	2	\$200.00	NM		
Weeks:	Start Date 11/01/22		MTWTFSS MTWTF	Spots/Week 2	Rate \$200.00						
Spots: # Ch	<u>n Day Ai</u>	ir Date Air Ti	ime Descripti	<u>on</u>	Start/End Time	Lengt	h Ad-ID			Rate	Type
2 W	ICU Tu 11	1/01/22 6:12	AM Erie New	s Now Sunrise @ 6a	6:00 AM-6:30 AN	M :3	O SMPPA221	14H		\$200.00	NM
1 W	ICU M 11	1/07/22 6:16	AM Erie New	vs Now Sunrise @ 6a	6:00 AM-6:30 AN	И :3	0 SMPPA221	20H		\$200.00	NM
2 11/01/22	11/07/22	Erie News N	Now Sunrise	6:30 AM-7:00 AM	МГWГF	:30	2	\$200.00	NM		
Weeks:	Start Date 11/01/22		MTWTFSS MTWTF	Spots/Week 2	Rate \$200.00						
Spots: # Ch	<u>n Day Ai</u>	<u>ir Date</u> <u>Air T</u>	ime Descripti	on	Start/End Time		h <u>Ad-ID</u>			Rate	Type
2 W	ICU W 11	1/02/22 6:41	AM Erie New	s Now Sunrise @ 6a	6:30 AM-7:00 AN		O SMPPA221			\$200.00	NM
1 W	ICU M 11	1/07/22 6:57	AM Erie New	vs Now Sunrise @ 6a	6:30 AM-7:00 AN	Л :3	0 SMPPA221	14H		\$200.00	NM
3 11/01/22	11/07/22	Today Show	N	7:00 AM-8:00 AM	МГЖГ	:30	3	\$400.00	NM		
Weeks:	Start Date 11/01/22		MTWTFSS MTWTF	Spots/Week 3	Rate \$400.00						
Spots: # Ch	<u>n Day Ai</u>	ir Date Air Ti	ime Descripti	on	Start/End Time	Lengt	h Ad-ID			Rate	Type
3 W	ICU Tu 11	1/01/22 7:55	AM Today S	how	7:00 AM-8:00 AN	M :3	O SMPPA221	15H		\$400.00	NM
1 W	ICU Th 11	1/03/22 7:26	AM Today S	how	7:00 AM-8:00 AN	M :3	O SMPPA221	14H		\$400.00	NM
2 W	ICU F 11	1/04/22 7:23	AM Today S	how	7:00 AM-8:00 AN	И :3	0 SMPPA221	18Н		\$400.00	NM
4 11/01/22	11/07/22	Today Show	V	8:00 AM-9:00 AM	МГЖГЕ	:30	2	\$600.00	NM		
Weeks:	Start Date 11/01/22		MTWTFSS MTWTF	Spots/Week 2	Rate \$600.00						
Spots: # Ch	<u>Day Ai</u>	ir Date Air Ti	ime Descripti	on	Start/End Time	Lengt	h Ad-ID			Rate	Type
1 W	ICU Tu 11	1/01/22 8:51	AM Today S	how	8:00 AM-9:00 AN	S: ۱۸	0 SMPPA221	14H		\$600.00	NM

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Invoice #	72118-1	Invoice Month	November 2022
Invoice Date	11/07/22	Invoice Period	10/31/22 - 11/07/22
Advertiser	Senate Majority PAC	•	
Product	Issue		
Estimate #	163/173/10484		

www.erienewsnow.c	<u>om</u>										
							Sp	oots/			
Line Start Date	End Date	Description		Start/End Time	MTWTFSS	Len	gth W	eek	Rate	Type	
4 11/01/22	11/07/22	Today Show		8:00 AM-9:00 AM	MTWTF		:30	2	\$600.00	NM	
Spots: # Ch			e Descrip		Start/End Time	<u>e L</u>	Length A				Rate Type
2 WI	CU W 11/	02/22 8:50 A	M Today S	Show	8:00 AM-9:00	AM	:30 SM	MPPA221	.17Н		\$600.00 NM
5 11/05/22	11/05/22	Saturday Too	ay	7:00 AM-8:00 AM	S-	:	:30	1	\$200.00	NM	
Weeks:	Start Date 10/31/22	11/06/22 -	<u> </u>	Spots/Week 1	Rate \$200.00						
Spots: # Ch			<u>Descrip</u>		Start/End Time		Length A		1011		Rate Type
1 WI	CU Sa 11/	05/22 7:17 F	M Saturda	ay Today	7:00 AM-8:00	AM	:30 81	MPPA221	. 18н		\$200.00 NM
6 11/05/22	11/05/22			nd 8:00 AM-8:30 AM	S-	:	:30	1	\$250.00	NM	
Weeks:	Start Date 10/31/22	11/06/22 -	TWTFSS S-	Spots/Week 1	<u>Rate</u> \$250.00						
Spots: # Ch	<u>Day Air</u> CU Sa 11/		ne <u>Descrip</u> IM Erie Ne	<u>tion</u> ws Now Weekend	Start/End Time 8:00 AM-8:30		Length Ac :30 SM	<u>d-ID</u> MPPA221	.14Н		<u>Rate</u> <u>Type</u> \$250.00 NM
7 11/05/22	11/05/22	Erie News No	w Weeker	nd 8:30 AM-9:00 AM	S-	:	:30	1	\$250.00	NM	
Weeks:	Start Date 10/31/22	End Date M 11/06/22	TWTFSS	Spots/Week 1	Rate \$250.00						
Spots: # Ch	<u>Day Air</u>	Date Air Tim	e Descrip	tion_	Start/End Time	<u>e L</u>	Length A	d-ID			Rate Type
1 WI	CU Sa 11/	05/22 8:59 A	M Erie Ne	ws Now Weekend	8:30 AM-9:00	AM	:30 SM	MPPA221	.18H		\$250.00 NM
8 11/06/22	11/06/22	Erie News No	w Weeker	nd 8:00 AM-8:30 AM	S	:	:30	1	\$250.00	NM	
Weeks:	Start Date 10/31/22	End Date M 11/06/22	<u>rwrfss</u> S	Spots/Week 1	<u>Rate</u> \$250.00						
Spots: # Ch			e Descrip		Start/End Time		Length A				Rate Type
1 WI	CU Su 11/	06/22 8:29 A	M Erie Ne	ws Now Weekend	8:00 AM-8:30	AM	:30 SM	MPPA221	.14H		\$250.00 NM
9 11/06/22	11/06/22	Sunday Toda	у	9:00 AM-10:00 AM	S	:	:30	1	\$200.00	NM	
Weeks:	Start Date 10/31/22	End Date M 11/06/22 -	<u> </u>	Spots/Week 1	<u>Rate</u> \$200.00						
Spots: # Ch			e Descrip		Start/End Time		Length A	d-ID			Rate Type
1 WI	CU Su 11, Credited		Sunday	^r Today	9:00 AM-10:00	0 AM	:00				\$200.00 NM
10 11/01/22	11/07/22	Today Show	III	9:00 AM-10:00 AM	МГWГF	:	:30	1	\$150.00	NM	
Weeks:	Start Date 11/01/22		TWTFSS TWTF	Spots/Week 1	Rate \$150.00						
Spots: # Ch			e Descrip		Start/End Time		Length A				Rate Type
1 WI	CU Tu 11/	01/22 9:56 A	M Today S	Show III	9:00 AM-10:00	MA C	:30 SM	MPPA221	15Н		\$150.00 NM
11 11/01/22	11/07/22	Today w/Hod	a & Jenna	10:00 AM-11:00 AM	МГWГF	:	:30	1	\$150.00	NM	
Weeks:	Start Date 11/01/22		TWTFSS TWTF	Spots/Week 1	Rate \$150.00						

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	I		
Invoice #	72118-1	Invoice Month	November 2022
Invoice Date	11/07/22	Invoice Period	10/31/22 - 11/07/22
Advertiser	Senate Majority PAC		
Product	Issue		
Estimate #	163/173/10484		

Weeks:

www.erienewsnow.com									
						Spots/			
Line Start Date En	nd Date Desc	cription	Start/End Time	MTWTFSS Le	ength	Week	Rate	Type	
11 11/01/22 11	/07/22 Toda	y w/Hoda & Jenna	10:00 AM-11:00 AM	МГWГF	:30	1	\$150.00	NM	
Spots: # Ch	Day Air Date	Air Time Descripti		Start/End Time		Ad-ID			Rate Type
1 WICU	M 11/07/22	10:32 AM Today w	/Hoda & Jenna	10:00 AM-11:00 AM	√ :30	SMPPA2211	8H		\$150.00 NM
12 11/01/22 11	/07/22 Peop	ole's Court	11:30 AM-12:30 PM	MTWTF	:30	1	\$100.00	NM	
	rt Date End D 01/22 11/07/		Spots/Week	Rate \$100.00					
	Day Air Date	Air Time Descripti	ion	Start/End Time	l enath	Ad-ID			Rate Type
		11:46 AM People's		11:30 AM-12:30 PM		SMPPA2211	4H		\$100.00 NM
13 11/01/22 11	/07/22 NBC	News Daily	1:00 PM-2:00 PM	МГWГF	:30	1	\$200.00	NM	
	rt Date End D 01/22 11/07/		Spots/Week 1	Rate \$200.00					
Spots: # Ch	Day Air Date	Air Time Descripti		Start/End Time		Ad-ID			Rate Type
1 WICU	F 11/04/22	1:43 PM NBC Nev	ws Daily	1:00 PM-2:00 PM	:30	SMPPA2211	4H		\$200.00 NM
14 11/01/22 11	/07/22 Ellen	l	4:00 PM-5:00 PM	МГЖГЕ	:30	1	\$170.00	NM	
	rt Date End D 01/22 11/07/		Spots/Week 1	Rate \$170.00					
1 WICU	Day Air Date M 11/07/22 Credited	Air Time Descripti Ellen	<u>ion</u>	Start/End Time 4:00 PM-5:00 PM	Length :00	Ad-ID			Rate Type \$170.00 NM
15 11/01/22 11	/07/22 Erie	News Now @ 1230p	12:30 PM-1:00 PM	MTWTF	:30	1	\$225.00	NM	
	rt Date End D		Spots/Week 1	Rate \$225.00					
Spots: # Ch	Day Air Date	Air Time Descripti	ion	Start/End Time	Length	Ad-ID			Rate Type
1 WICU	Tu 11/01/22	12:57 PM Erie New	vs Now @ 1230p	12:30 PM-1:00 PM	:30	SMPPA2211	5Н		\$225.00 NM
16 11/01/22 11	/07/22 Erie	News Now @ 5p	5:00 PM-5:30 PM	МГWГF	:30	1	\$500.00	NM	
	rt Date End D 01/22 11/07/		Spots/Week 1	Rate \$500.00					
	Day Air Date	Air Time Descripti	ion_	Start/End Time	Length	Ad-ID			Rate Type
1 WICU	W 11/02/22	5:29 PM Erie New	vs Now @ 5p	5:00 PM-5:30 PM	:30	SMPPA2211	4H		\$500.00 NM
17 11/01/22 11	/07/22 Erie m	News Now @ 530p	5:30 PM-6:00 PM	МГWГF	:30	2	\$600.00	NM	
	rt Date End D	ate MTWTFSS	Spots/Week	Rate					
	01/22 11/07/ Day Air Date	22 MTWTF Air Time Descripti	ion 2	\$600.00 Start/End Time	l enath	Ad-ID			Rate Type
2 WICU	Th 11/03/22	5:38 PM Erie New		5:30 PM-6:00 PM		SMPPA2211	7Н		\$600.00 NM
1 WICU	M 11/07/22	5:52 PM Erie New	•	5:30 PM-6:00 PM		SMPPA2212			\$600.00 NM
18 11/01/22 11	/07/22 Erie	News Now @ 6p	6:00 PM-6:30 PM	MTWTF	:30	3	\$700.00	NM	

Rate

Spots/Week

MTWTFSS

Start Date End Date

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Invoice #	72118-1	Invoice Month	November 2022
Invoice Date	11/07/22	Invoice Period	10/31/22 - 11/07/22
Advertiser	Senate Majority PAC		
Product	Issue		
Estimate #	163/173/10484		

www.erienewsnow.com

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						Spots/			
Line Start Dat	te End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
18 11/01/22	11/07/22	Erie News Now @ 6p	6:00 PM-6:30 PM	MTWTF	:30	3	\$700.00	NM	
	11/01/22	11/07/22 МГЖГБ	3	\$700.00					
Spots: # C	<u>Day Air</u>	Date Air Time Descrip	otion	Start/End Time	Length	Ad-ID			Rate Type
2 V	VICU Tu 11	/01/22 6:25 PM Erie Ne	ews Now @ 6p	6:00 PM-6:30 PM	1 :30	SMPPA221	15H		\$700.00 NM
1 V	VICU W 11	/02/22 6:19 PM Erie Ne	ews Now @ 6p	6:00 PM-6:30 PM	1 :30	SMPPA221	17H		\$700.00 NM
3 V	VICU M 11	/07/22 6:13 PM Erie Ne	ews Now @ 6p	6:00 PM-6:30 PM	1 :30	SMPPA221	18H		\$700.00 NM
19 11/01/22	11/07/22	Erie News Now at 7p	7:00 PM-7:30 PM	МГWГF	:30	1	\$800.00	NM	
Weeks:	Start Date 11/01/22	End Date MTWTFSS MTWTF	Spots/Week 1	Rate \$800.00					
Spots: # C	<u>Day Air</u>	Date Air Time Descrip	otion	Start/End Time	Length	Ad-ID			Rate Type
	VICU M 11			7:00 PM-7:30 PM	1 :30	SMPPA221	14H		\$800.00 NM
20 11/05/22	11/05/22	Erie News Now Sat 6pr	n 6:00 PM-6:30 PM	S-	:30	1	\$500.00	NM	
Weeks:	Start Date 10/31/22	End Date <u>MTWTFSS</u> 11/06/22S-	Spots/Week	Rate \$500.00					
Spots: # C	Ch Day Air	,	•	Start/End Time	Length	Ad-ID			Rate Type
	VICU Sa 11		ews Now Sat 6pm	6:00 PM-6:30 PM		SMPPA221	20H		\$500.00 NM
21 11/06/22	11/06/22	Erie News Now Sun 6p	m 6:00 PM-6:30 PM	S	:30	1	\$500.00	NM	
21 11/06/22		·				·			
Weeks:	Start Date 10/31/22	End Date <u>MTWTFSS</u> 11/06/22S	Spots/Week 1	<u>Rate</u> \$500.00					
Spots: # C	<u>Day Air</u>	Date Air Time Descrip	<u>otion</u>	Start/End Time	Length	Ad-ID			Rate Type
1 V	VICU Su 11. Credited		ews Now Sun 6pm	6:00 PM-6:30 PM	1 :00				\$500.00 NM
22 11/01/22	11/07/22	People TV	7:30 PM-8:00 PM	MTWTF	:30	1	\$400.00	NM	
Weeks:	Start Date 11/01/22	End Date MTWTFSS MTWTF	Spots/Week	Rate \$400.00					
Spots: # C	Ch Day Air		•	Start/End Time	Length	Ad-ID			Rate Type
	VICU W 11.	/02/22 People		7:30 PM-8:00 PM					\$400.00 NM
23 11/01/22	11/07/22	Erie News Now at 11p	11:00 PM-11:35 PM	И МГWГF	:30	1	\$700.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
Spoto: # C	11/01/22	11/07/22 MTWTF	1	\$700.00	Longth	۷٩ ID			Poto Turo
Spots: <u>#</u>	<u>Ch</u> <u>Day Air</u> VICU M 11,			Start/End Time 11:00 PM-11:35 I	Length	SMPPA221	1811		Rate Type \$700.00 NM
			' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' '						φ/ 00.00 INIVI
24 11/06/22	11/06/22	Inside Edition	11:30 PM-12:00 XN	ΛS	:30	1	\$500.00	NM	
Weeks:	Start Date 10/31/22	End Date <u>MTWTFSS</u> 11/06/22S	Spots/Week 1	<u>Rate</u> \$500.00					_
Spots: # C	Ch Day Air		otion	Start/End Time	Length	Ad-ID			Rate Type
– –	VICU Su 11			11:30 PM-12:00 X		SMPPA221	18H		\$500.00 NM

Send Payment To:



WICU Tu 11/01/22

7:54 PM Inside Edition

WICU 3514 State Street www.erienewsnow.com/pay

Invoice #	72118-1	Invoice Month	November 2022
Invoice Date	11/07/22	Invoice Period	10/31/22 - 11/07/22
Advertiser	Senate Majority PAC		
Product	Issue		
Estimate #	163/173/10484		

:30 SMPPA22114H

www.erienewsnow.c	<u>om</u>								
						Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
24 11/06/22	11/06/22	Inside Edition	11:30 PM-12:00 XM	S	:30	1	\$500.00	NM	
25 11/01/22	11/07/22	Tonight Show w/Jimmy allon	F 11:35 PM-12:35 XM	МГWГF	:30	1	\$150.00	NM	
Weeks:	Start Date 11/01/22	End Date MTWTFSS 11/07/22 MTWTF	Spots/Week 1	Rate \$150.00					
Spots: # Ch				Start/End T	ime Leng	th Ad-ID			Rate Type
1 WI	CU F 11	/04/22 11:51 PM Tonigh	t Show w/Jimmy Fallor	11:35 PM-	12:35 XN :3	0 SMPPA22	118H		\$150.00 NM
26 11/01/22	11/01/22	The Voice	8:00 PM-9:00 PM	- T	:30	1	\$2,000.00	NM	
Weeks:	Start Date 10/31/22	End Date MTWTFSS - T	Spots/Week 1	Rate \$2,000.00					
Spots: # Ch				Start/End T		th Ad-ID			Rate Type
1 WI	CU Tu 11	/01/22 8:16 PM The Vo	pice	8:00 PM-9:	00 PM :3	0 SMPPA22	115Н		\$2,000.00 NM
27 11/02/22	11/02/22	Chicago Fire	9:00 PM-10:00 PM	W	:30	1	\$2,000.00	NM	
Weeks:	Start Date 10/31/22	End Date <u>MTWTFSS</u> 11/06/22 W	Spots/Week 1	Rate \$2,000.00					
Spots: # Ch				Start/End T		th Ad-ID			Rate Type
1 WI	CU W 11	/02/22 9:40 PM Chicag	o Fire	9:00 PM-10):00 PM :3	0 SMPPA22	114H		\$2,000.00 NM
28 11/02/22	11/02/22	Chicago PD	10:00 PM-11:00 PM	W	:30	1	\$2,000.00	NM	
Weeks:	Start Date 10/31/22		Spots/Week 1	Rate \$2,000.00					
Spots: # Ch				Start/End T		th Ad-ID			Rate Type
1 WI	CU W 11	/02/22 10:33 PM Chicag	o PD	10:00 PM-	11:00 PN :3	0 SMPPA22	117H		\$2,000.00 NM
29 11/03/22	11/03/22	Law & Order	8:00 PM-9:00 PM	T	:30	1	\$1,200.00	NM	
Weeks:	Start Date 10/31/22	End Date <u>MTWTFSS</u> T	Spots/Week 1	Rate \$1,200.00					
Spots: # Ch				Start/End T		th Ad-ID			Rate Type
1 WI	CU Th 11	/03/22 8:40 PM Law &	Order	8:00 PM-9:	00 PM :3	0 SMPPA22	114H		\$1,200.00 NM
30 11/06/22	11/06/22	NASCAR Phoenix Race	ew 3:00 PM-7:00 PM	S	:30	1	\$500.00	NM	
Weeks:	Start Date 10/31/22		Spots/Week 1	Rate \$500.00					
Spots: # Ch				Start/End T		th Ad-ID			Rate Type
1 WI	CU Su 11.	/06/22 4:30 PM NASCA	AR Phoenix Raceway	3:00 PM-7:	00 PM :3	0 SMPPA22	118H		\$500.00 NM
31 11/01/22	11/07/22	Inside Edition	Mon-Fri 7:30pm-8pr	MTWIF	:30	1	\$400.00	NM	
Weeks:	Start Date 11/01/22	End Date MTWTFSS MTWTF	Spots/Week 1	Rate \$400.00					
Spots: # Ch			otion_	Start/End T	ime Leng	th Ad-ID			Rate Type

Mon-Fri 7:30pm-8pi

\$400.00 NM

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Invoice #	72118-1	Invoice Month	November 2022
Invoice Date	11/07/22	Invoice Period	10/31/22 - 11/07/22
Advertiser	Senate Majority PAC		
Product	Issue		
Estimate #	163/173/10484		

www.erienewsnow.com

						Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
32 11/05/22	11/05/22	Saturday Today	7:00 AM-8:00 AM	S-	:30	1	\$200.00	NM	
Weeks:	Start Date 10/31/22	End Date <u>MTWTFSS</u> 11/06/22S-	Spots/Week	Rate \$200.00					
Spots: # Ch		Date Air Time Descrip	tion_	Start/End Time	Leng	th Ad-ID			Rate Type
1 WIC	CU Sa 11.	/05/22 7:49 AM Saturda	y Today	7:00 AM-8:00 AM	1 :3	SMPPA221	20H		\$200.00 NM
33 11/01/22	11/07/22	Erie News Now @ 4pm	4pm-5pm	МГWГF	:30	1	\$170.00	NM	
Weeks:	Start Date 11/01/22	End Date MTWTFSS MTWTF	Spots/Week 1	Rate \$170.00					
Spots: # Ch	<u>Day</u> Air	Date Air Time Descrip	<u>tion</u>	Start/End Time	Leng	th Ad-ID			Rate Type
1 WICU Tu 11/01/22 4:43 PM Erie News Now @ 4pm				4pm-5pm	:3	O SMPPA221	\$170.00 NM		
34 11/01/22	11/07/22	Erie News Now @ 5p	5:00 PM-5:30 PM	МГWГF	:30	1	\$500.00	NM	
Weeks:	Start Date 11/01/22	End Date <u>MTWTFSS</u> 11/07/22 <u>MTWTF</u>	Spots/Week 1	Rate \$500.00					
Spots: # Ch Day Air Date Air Time Description				Start/End Time	Leng	th Ad-ID			Rate Type
1 WICU F 11/04/22 5:19 PM Erie News Now @ 5p			5:00 PM-5:30 PM	1 :3	O SMPPA221	18H		\$500.00 NM	
				Total Spots	;	38			

Payment Terms 30 Days

Gross Total \$20,395.00 Agency Commission \$3,059.25 Net Amount Due \$17,335.75

Invoice Balance as of 11/08/22 5:29:18 PM ET \$0.00