

INVOICE



WICU
3514 State Street
Erie, PA 16508
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 #	72119-1	Order #	72119
Invoice Date	10/30/22	Alt Order #	27756210
Invoice Month	October 2022	Deal #	
Invoice Period	09/26/22 - 10/30/22	Flight Dates	10/25/22 - 10/31/22
Advertiser	Senate Majority PAC		
Product	Issue		
Estimate #	163/173/10483		
Account Executive	Shepard Ritzen		
Sales Office	Millenium Philadelphia		
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			

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/25/22	10/31/22	Erie News Now Sunrise @ 6a	6:00 AM-6:30 AM	MTWTF--	:30	2	\$200.00	NM
Weeks: <u>Start Date</u> 10/25/22 <u>End Date</u> 10/31/22 <u>MTWTFSS</u> MTWTF-- <u>Spots/Week</u> 2 <u>Rate</u> \$200.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 WICU F 10/28/22 6:23 AM Erie News Now Sunrise @ 6a 6:00 AM-6:30 AM :30 SMPPA22114H \$200.00 NM									
2	10/25/22	10/31/22	Erie News Now Sunrise @ 6a	6:30 AM-7:00 AM	MTWTF--	:30	2	\$200.00	NM
Weeks: <u>Start Date</u> 10/25/22 <u>End Date</u> 10/31/22 <u>MTWTFSS</u> MTWTF-- <u>Spots/Week</u> 2 <u>Rate</u> \$200.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU W 10/26/22 6:54 AM Erie News Now Sunrise @ 6a 6:30 AM-7:00 AM :30 SMPPA22114H \$200.00 NM									
3	10/25/22	10/31/22	Today Show	7:00 AM-8:00 AM	MTWTF--	:30	3	\$400.00	NM
Weeks: <u>Start Date</u> 10/25/22 <u>End Date</u> 10/31/22 <u>MTWTFSS</u> MTWTF-- <u>Spots/Week</u> 3 <u>Rate</u> \$400.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU Tu 10/25/22 7:20 AM Today Show 7:00 AM-8:00 AM :30 SMPPA22113H \$400.00 NM 2 WICU W 10/26/22 7:29 AM Today Show 7:00 AM-8:00 AM :30 SMPPA22113H \$400.00 NM									
4	10/25/22	10/31/22	Today Show	8:00 AM-9:00 AM	MTWTF--	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> 10/25/22 <u>End Date</u> 10/31/22 <u>MTWTFSS</u> MTWTF-- <u>Spots/Week</u> 3 <u>Rate</u> \$600.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 3 WICU Tu 10/25/22 8:43 AM Today Show 8:00 AM-9:00 AM :30 SMPPA22114H \$600.00 NM 1 WICU W 10/26/22 8:26 AM Today Show 8:00 AM-9:00 AM :30 SMPPA22114H \$600.00 NM									
5	10/29/22	10/29/22	Saturday Today	7:00 AM-8:00 AM	-----S-	:30	1	\$200.00	NM

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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WICU
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Invoice #	72119-1	Invoice Month	October 2022
Invoice Date	10/30/22	Invoice Period	09/26/22 - 10/30/22
Advertiser	Senate Majority PAC		
Product	Issue		
Estimate #	163/173/10483		

www.erienewsnow.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/29/22	10/29/22	Saturday Today	7:00 AM-8:00 AM	-----S-	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/22 10/30/22 -----S- 1 \$200.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU Sa 10/29/22 7:51 AM Saturday Today 7:00 AM-8:00 AM :30 SMPPA22115H \$200.00 NM									
6	10/29/22	10/29/22	Erie News Now Weekend	8:00 AM-8:30 AM	-----S-	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/22 10/30/22 -----S- 1 \$250.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU Sa 10/29/22 8:28 AM Erie News Now Weekend 8:00 AM-8:30 AM :30 SMPPA22114H \$250.00 NM									
7	10/29/22	10/29/22	Erie News Now Weekend	8:30 AM-9:00 AM	-----S-	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/22 10/30/22 -----S- 1 \$250.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU Sa 10/29/22 8:58 AM Erie News Now Weekend 8:30 AM-9:00 AM :30 SMPPA22115H \$250.00 NM									
8	10/30/22	10/30/22	Erie News Now Weekend	8:00 AM-8:30 AM	-----S	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/22 10/30/22 -----S 1 \$250.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU Su 10/30/22 8:26 AM Erie News Now Weekend 8:00 AM-8:30 AM :30 SMPPA22115H \$250.00 NM									
9	10/30/22	10/30/22	Sunday Today	9:00 AM-10:00 AM	-----S	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/24/22 10/30/22 -----S 1 \$200.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU Su 10/30/22 <i>Sunday Today</i> 9:00 AM-10:00 AM :00 \$200.00 NM <i>Credited</i>									
10	10/25/22	10/31/22	Today Show III	9:00 AM-10:00 AM	MTWTF--	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/22 10/31/22 MTWTF-- 1 \$150.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU W 10/26/22 9:56 AM Today Show III 9:00 AM-10:00 AM :30 SMPPA22113H \$150.00 NM									
11	10/25/22	10/31/22	Today w/Hoda & Jenna	10:00 AM-11:00 AM	MTWTF--	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/22 10/31/22 MTWTF-- 1 \$150.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU F 10/28/22 10:56 AM Today w/Hoda & Jenna 10:00 AM-11:00 AM :30 SMPPA22115H \$150.00 NM									
12	10/25/22	10/31/22	Hot Bench	11:00 AM-11:30 AM	MTWTF--	:30	1	\$100.00	NM

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Invoice #	72119-1	Invoice Month	October 2022
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Advertiser	Senate Majority PAC		
Product	Issue		
Estimate #	163/173/10483		

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/25/22	10/31/22	Hot Bench	11:00 AM-11:30 AM	MTWTF--	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/22 10/31/22 MTWTF-- 1 \$100.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU Tu 10/25/22 Hot Bench 11:00 AM-11:30 AM :00 \$100.00 NM Credited									
14	10/25/22	10/31/22	NBC News Daily	1:00 PM-2:00 PM	MTWTF--	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/22 10/31/22 MTWTF-- 1 \$200.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU F 10/28/22 1:42 PM NBC News Daily 1:00 PM-2:00 PM :30 SMPPA22115H \$200.00 NM									
15	10/25/22	10/31/22	Judge Mablean	2:00 PM-3:00 PM	MTWTF--	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/22 10/31/22 MTWTF-- 1 \$100.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU W 10/26/22 Judge Mablean 2:00 PM-3:00 PM :00 \$100.00 NM Credited									
16	10/25/22	10/31/22	The Kelly Clarkson Show	3:00 PM-4:00 PM	MTWTF--	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/22 10/31/22 MTWTF-- 1 \$150.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU F 10/28/22 The Kelly Clarkson Show 3:00 PM-4:00 PM :00 \$150.00 NM Credited									
17	10/25/22	10/31/22	Ellen	4:00 PM-5:00 PM	MTWTF--	:30	1	\$170.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/22 10/31/22 MTWTF-- 1 \$170.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU Th 10/27/22 Ellen 4:00 PM-5:00 PM :00 \$170.00 NM Credited									
18	10/25/22	10/31/22	Erie News Now @ 1230p	12:30 PM-1:00 PM	MTWTF--	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/22 10/31/22 MTWTF-- 1 \$225.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU F 10/28/22 12:41 PM Erie News Now @ 1230p 12:30 PM-1:00 PM :30 SMPPA22114H \$225.00 NM									
19	10/25/22	10/31/22	Erie News Now @ 5p	5:00 PM-5:30 PM	MTWTF--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/25/22 10/31/22 MTWTF-- 1 \$500.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WICU W 10/26/22 5:18 PM Erie News Now @ 5p 5:00 PM-5:30 PM :30 SMPPA22114H \$500.00 NM									

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Advertiser	Senate Majority PAC		
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19	10/25/22	10/31/22	Erie News Now @ 5p	5:00 PM-5:30 PM	MTWTF--	:30	1	\$500.00	NM																																	
20	10/25/22	10/31/22	Erie News Now @ 530p m	5:30 PM-6:00 PM	MTWTF--	:30	2	\$600.00	NM																																	
<table border="0" style="width:100%"> <tr> <td>Weeks:</td> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>MTWTFSS</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td colspan="4"></td> </tr> <tr> <td></td> <td>10/25/22</td> <td>10/31/22</td> <td>MTWTF--</td> <td>2</td> <td>\$600.00</td> <td colspan="4"></td> </tr> </table>										Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>						10/25/22	10/31/22	MTWTF--	2	\$600.00																	
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Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>																																
2	WICU	W	10/26/22	5:49 PM	Erie News Now @ 530pm	5:30 PM-6:00 PM	:30	SMPPA22113H	\$600.00	NM																																
1	WICU	F	10/28/22	5:49 PM	Erie News Now @ 530pm	5:30 PM-6:00 PM	:30	SMPPA22114H	\$600.00	NM																																
21	10/25/22	10/31/22	Erie News Now @ 6p	6:00 PM-6:30 PM	MTWTF--	:30	3	\$700.00	NM																																	
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3	WICU	Tu	10/25/22	6:16 PM	Erie News Now @ 6p	6:00 PM-6:30 PM	:30	SMPPA22113H	\$700.00	NM																																
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22	10/25/22	10/31/22	Erie News Now at 7p	7:00 PM-7:30 PM	MTWTF--	:30	2	\$800.00	NM																																	
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We warrant that the actual broadcast information shown on this invoice was taken from the program log.

INVOICE

Send Payment To:



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

Invoice #	72119-1	Invoice Month	October 2022
Invoice Date	10/30/22	Invoice Period	09/26/22 - 10/30/22
Advertiser	Senate Majority PAC		
Product	Issue		
Estimate #	163/173/10483		

www.erienewsnow.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																												
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32	10/26/22	10/26/22	Chicago PD	10:00 PM-11:00 PM	--W----	:30	1	\$2,000.00	NM																																												
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1	WICU	W	10/26/22	10:38 PM	Chicago PD	10:00 PM-11:00 PM	:30	SMPPA22114H	\$2,000.00	NM																																											
33	10/27/22	10/27/22	Law & Order	8:00 PM-9:00 PM	---T---	:30	1	\$1,200.00	NM																																												
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34	10/30/22	10/30/22	Nascar: Martinsville	2:00 PM-6:00 PM	-----S	:30	1	\$500.00	NM																																												
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We warrant that the actual broadcast information shown on this invoice was taken from the program log.

INVOICE

Send Payment To:



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

Invoice #	72119-1	Invoice Month	October 2022
Invoice Date	10/30/22	Invoice Period	09/26/22 - 10/30/22
Advertiser	Senate Majority PAC		
Product	Issue		
Estimate #	163/173/10483		

www.erienewsnow.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																												
35	10/30/22	10/30/22	NFL Regular In Game	8:20 PM-11:30 PM	-----S	:30	1	\$5,000.00	NM																																												
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38	10/29/22	10/29/22	Saturday Today	7:00 AM-8:00 AM	-----S-	:30	1	\$200.00	NM																																												
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39	10/25/22	10/31/22	Jennifer Hudson	3:00 PM-4:00 PM	MTWTF--	:30	1	\$150.00	NM																																												
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40	10/25/22	10/31/22	Kelly Clarkson Show	2:00 PM-3:00 PM	MTWTF--	:30	1	\$100.00	NM																																												
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<u>Total Spots</u>							34																																														

Payment Terms 30 Days

<u>Gross Total</u>	\$23,775.00
<u>Agency Commission</u>	\$3,566.25
<u>Net Amount Due</u>	\$20,208.75
<u>Invoice Balance as of 11/05/22 4:49:29 PM ET</u>	\$0.00

We warrant that the actual broadcast information shown on this invoice was taken from the program log.