

ORDER



Orders
Order / Rev: 72120
Alt Order #: 27756211
Product Desc: Issue
Estimate: 163/173/10482
Flight Dates: 10/18/22 - 10/24/22
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	10/24/22	41	\$25,695.00	\$21,840.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	41	\$25,695.00	\$21,840.75	0.00
Totals	41	\$25,695.00	\$21,840.75	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%	\$25,695.00
Market	100%	\$95,166.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EICU	0%	\$0.00
ESEE	0%	\$0.00
SEE	0%	\$0.00
UNKWN	73%	\$69,471.67
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	10/18/22	10/24/22	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 <table border="0"> <tr> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>Weekdays</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td><u>Rating</u></td> </tr> <tr> <td>Week: 10/18/22</td> <td>10/24/22</td> <td>MTWTF--</td> <td>2</td> <td>\$200.00</td> <td>0.00</td> </tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/18/22	10/24/22	MTWTF--	2	\$200.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 10/18/22	10/24/22	MTWTF--	2	\$200.00	0.00																						
N 2	WICU	10/18/22	10/24/22	M-F 6a-7a Erie News Now Sunrise @ 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MTWTF--	:30	3	\$200.00	P-01	0.00	NM	3	\$600.00												

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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:		10/18/22	10/24/22	MTWTF--		3			\$200.00			0.00			
N 3	WICU	10/18/22	10/24/22	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:		10/18/22	10/24/22	MTWTF--		3			\$400.00			0.00			
N 4	WICU	10/18/22	10/24/22	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:		10/18/22	10/24/22	MTWTF--		2			\$600.00			0.00			
N 5	WICU	10/22/22	10/22/22	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:		10/17/22	10/23/22	-----S-		1			\$200.00			0.00			
N 6	WICU	10/22/22	10/22/22	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:		10/17/22	10/23/22	-----S-		1			\$250.00			0.00			
N 7	WICU	10/22/22	10/22/22	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:		10/17/22	10/23/22	-----S-		1			\$250.00			0.00			
N 8	WICU	10/23/22	10/23/22	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:		10/17/22	10/23/22	-----S		1			\$250.00			0.00			
N 9	WICU	10/23/22	10/23/22	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:		10/17/22	10/23/22	-----S		1			\$200.00			0.00			
N 10	WICU	10/18/22	10/24/22	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:		10/18/22	10/24/22	MTWTF--		1			\$150.00			0.00			
N 11	WICU	10/18/22	10/24/22	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:		10/18/22	10/24/22	MTWTF--		1			\$150.00			0.00			
N 12	WICU	10/18/22	10/24/22	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:		10/18/22	10/24/22	MTWTF--		1			\$100.00			0.00			
N 13	WICU	10/18/22	10/24/22	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:		10/18/22	10/24/22	MTWTF--		1			\$100.00			0.00			
N 14	WICU	10/18/22	10/24/22	M-F 1p-2p Days of Our Lives	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															

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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
N 15	WICU	10/18/22	10/24/22	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/22	10/24/22	MTWTF--		1				\$200.00		0.00			
N 16	WICU	10/18/22	10/24/22	Erie News Now @ 1230pm 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: 10/18/22	10/24/22	MTWTF--		1				\$170.00		0.00			
N 17	WICU	10/18/22	10/24/22	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: 10/18/22	10/24/22	MTWTF--		1				\$225.00		0.00			
N 18	WICU	10/18/22	10/24/22	Early News Weekday (2nd) Erie News Now @ 530pm	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: 10/18/22	10/24/22	MTWTF--		2				\$600.00		0.00			
N 19	WICU	10/18/22	10/24/22	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: 10/18/22	10/24/22	MTWTF--		3				\$700.00		0.00			
N 20	WICU	10/18/22	10/24/22	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: 10/18/22	10/24/22	MTWTF--		1				\$800.00		0.00			
N 21	WICU	10/22/22	10/22/22	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: 10/17/22	10/23/22	-----S-		1				\$500.00		0.00			
N 22	WICU	10/23/22	10/23/22	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/22	10/23/22	-----S		1				\$500.00		0.00			
N 23	WICU	10/18/22	10/24/22	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/22	10/24/22	MTWTF--		1				\$400.00		0.00			
N 24	WICU	10/18/22	10/24/22	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: 10/18/22	10/24/22	MTWTF--		1				\$700.00		0.00			
N 25	WICU	10/23/22	10/23/22	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/22	10/23/22	-----S		1				\$500.00		0.00			
N 26	WICU	10/18/22	10/24/22	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/22	10/23/22	-----S		1				\$500.00		0.00			

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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
N27	WICU	10/18/22	10/18/22	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:		10/18/22	10/24/22	MTWTF--		1				\$150.00		0.00			
N28	WICU	10/19/22	10/19/22	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:		10/17/22	10/23/22	-T-----		1				\$2,000.00		0.00			
N29	WICU	10/19/22	10/19/22	Wednesday Prime Hr 3 Chicago PD	CM	10:00 PM-11:00 PM	--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:		10/17/22	10/23/22	--W----		1				\$2,000.00		0.00			
N30	WICU	10/20/22	10/20/22	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:		10/17/22	10/23/22	---T---		1				\$1,200.00		0.00			
N31	WICU	10/23/22	10/23/22	Nascar Nascar: Miami	CM	2:30 PM-6:30 PM (2:30 PM-6:30 PM)	-----S	:30	1	\$500.00	P-01	0.00	NM	1	\$500.00
NASCAR Cup: Miami															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/17/22	10/23/22	-----S		1				\$500.00		0.00			
N32	WICU	10/23/22	10/23/22	NFL Reg Season In Game NFL Regular In Game	CM	8:20 PM-11:30 PM (8:20 PM-11:30 PM)	-----S	:30	1	\$5,000.00	P-01	0.00	NM	1	\$5,000.00
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:		10/17/22	10/23/22	-----S		1				\$5,000.00		0.00			
													Totals	41	\$25,695.00