

# 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 / 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
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
<b>Totals</b>	<b>38</b>	<b>\$20,395.00</b>	<b>\$17,335.75</b>	<b>0.00</b>

**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	CM	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	CM	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	CM	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	CM	8:00 AM-8:30 AM	-----S-	:30	1	\$250.00	P-01	0.00	NM	1	\$250.00
		Erie News Now Weekend													
		<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	CM	8:30 AM-9:00 AM	-----S-	:30	1	\$250.00	P-01	0.00	NM	1	\$250.00
		Erie News Now Weekend													
		<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	CM	8:00 AM-8:30 AM	-----S	:30	1	\$250.00	P-01	0.00	NM	1	\$250.00
		Erie News Now Weekend													
		<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	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:		10/31/22	11/06/22	-----S		1			\$200.00			0.00			
N 10	WICU	11/01/22	11/07/22	M-F 9a-10a	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	CM	10:00 AM-11:00 AM	MTWTF--	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00
		Today w/Hoda & Jenna													
		<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	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	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>			
Week:		11/01/22	11/07/22	MTWTF--		1			\$200.00			0.00			
N 14	WICU	11/01/22	11/07/22	M-F 4p-5p (EF)	CM	4:00 PM-5:00 PM	MTWTF--	:30	1	\$170.00	P-01	0.00	NM	1	\$170.00
		Ellen													

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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	11/01/22	11/07/22	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				\$170.00		0.00			
		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: 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)	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			
		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			
N 17	WICU	11/01/22	11/07/22	Early News Weekday (2nd)	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: 11/01/22	11/07/22	MTWTF--		2				\$600.00		0.00			
		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: 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)	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: 11/01/22	11/07/22	MTWTF--		3				\$700.00		0.00			
		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: 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)	CM	7:00 PM-7:30 PM	MTWTF--	:30	1	\$800.00	P-01	0.00	NM	1	\$800.00
		Erie News Now at 7p													
		<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			
		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: 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	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$500.00	P-01	0.00	NM	1	\$500.00
		Erie News Now Sat 6pm													
		<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			
		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: 10/31/22	11/06/22	-----S-		1				\$500.00		0.00			
N 21	WICU	11/06/22	11/06/22	Early News Weekend 2nd	CM	6:00 PM-6:30 PM	-----S	:30	1	\$500.00	P-01	0.00	NM	1	\$500.00
		Erie News Now Sun 6pm													
		<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			
		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: 10/31/22	11/06/22	-----S		1				\$500.00		0.00			
N 22	WICU	11/01/22	11/07/22	M-F 730p-8p	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: 11/01/22	11/07/22	MTWTF--		1				\$400.00		0.00			
		People TV													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/01/22	11/07/22	MTWTF--		1				\$400.00		0.00			
N 23	WICU	11/01/22	11/07/22	Late News M-F	CM	11:00 PM-11:35 PM	MTWTF--	:30	1	\$700.00	P-01	0.00	NM	1	\$700.00
		Erie News Now at 11p (11:00 PM-11:35 PM)													
		<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			
		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			
N 24	WICU	11/06/22	11/06/22	Sun 11:30p-12a	CM	11:30 PM-12:00 AM	-----S	:30	1	\$500.00	P-01	0.00	NM	1	\$500.00
		Inside Edition (11:30 PM-12:00 AM)													
		<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			
		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			
N 25	WICU	11/01/22	11/07/22	Network Late Night Show	CM	11:35 PM-12:35 AM	MTWTF--	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00
		Tonight Show w/Jimmy Fallon (11:35 PM-12:35 AM)													
		<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			
		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			
N 26	WICU	11/01/22	11/01/22	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 (8:00 PM-9:00 PM)													
		<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	11/01/22	-T-----		1				\$2,000.00		0.00			
		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: 11/01/22	11/01/22	-T-----		1				\$2,000.00		0.00			

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		<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			
													Totals	38	\$20,395.00