## **ORDER**

Orders	Order / Rev:	72118		<b>**WICU</b>
	Alt Order #:	27756209		
	Product Desc:	Issue		
	Estimate:	163/173/10484		WICU-DT1
	Flight Dates:	11/01/22 - 11/07/22	Primary AE:	Shepard Ritzen
	Original Date / Rev:	03/30/22 / 03/30/22	Sales Office:	MPHIL
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Waterfront Strategies		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3050 K. Street NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Senate Majority PAC		
	Demographic:	HH	New Business Thru:	
	Product Codes:	PAC	Advertiser External ID:	
	Revenue Code 1:	POL	Agency External ID:	
	Revenue Code 2:	POL-I	Unit Code:	General
	Revenue Code 3:	GEN	Order Separation:	00:30:00
	Priority:	P-01.1		

## 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
Totals	38	\$20,395,00	\$17.335.75	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%	\$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 T	ime Days	Len Sp	ots	Rate Pri Rtg Type	Spots	Amount
N 1 WICU	11/01/22	11/07/22	M-F 6a-7a	CM	6:00 AM-6:30	AM MTWTF	:30	2	\$200.00 P-01. 0.00 NM	2	\$400.00
			Erie News Now S	unrise @ 6a	(6:00 AM-6:30	O AM)					
Erie Nev	vs Now Su	unrise @ 6	A								
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 11/0	01/22	11/07/22	MTWTF	2	\$200.00	0.00					
N 2 WICU	11/01/22	11/07/22	M-F 6a-7a	СМ	6:30 AM-7:00	AM MTWTF	:30	2	\$200.00 P-01. 0.00 NM	2	\$400.00
			Frie News Now S	ınrise @ 6a	(6:30 AM-7:0	O AM)					

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WICU-DT1

Order / Rev: 72118 Advertiser: Senate Majority PAC

Alt Order #: 27756209 Product Desc: Issue

Flight Dates: 11/01/22 - 11/07/22 Estimate: 163/173/10484

Ln Ch Start End Erie News Now Sunrise	,	Break Start/End	d Time Days	Len Spots	Rate Pri Rtg Type	Spots	Amount
<u>Start Date</u> <u>End D</u> Week: 11/01/22 11/07	Oate Weekdays Spots	<u>/Week Rate</u> 2 \$200.00					
N 3 WICU 11/01/22 11/0		,	8:00 AM MTWTF	:30 3	\$400.00 P-01. 0.00 NM	3	\$1,200.00
Today Show	roudy onon	(11007	0.007,				
<u>Start Date</u> <u>End D</u> Week: 11/01/22 11/07		Week Rate 3 \$400.00					
N 4 WICU 11/01/22 11/0	•		9:00 AM MTWTF	:30 2	\$600.00 P-01. 0.00 NM	2	\$1,200.00
Today Show	Today Show	(8:00 AM-	9:00 AW)				
Start Date End D Week: 11/01/22 11/07		Week Rate 2 \$600.00					
N 5 WICU 11/05/22 11/0			8:00 AM S-	:30 1	\$200.00 P-01. 0.00 NM	1	\$200.00
NBC Saturday Today S	Saturday Today	(7:00 AM-	8:00 AM)				
Start Date End D		Week Rate	Rating				
Week: 10/31/22 11/06	/22S-	1 \$200.00					
N 6 WICU 11/05/22 11/0	5/22 Morning Weekend News Erie News Now Weeken		8:30 AM S-	:30 1	\$250.00 P-01. 0.00 NM	1	\$250.00
Erie News Now Weeker		d (8.00 Alvi-	6.30 AW)				
Start Date End D		Week Rate					
Week: 10/31/22 11/06	722S- 5/22 Morning Weekend News	1 \$250.00	0.00 9:00 AM S-	:30 1	\$250.00 P-01. 0.00 NM	1	\$250.00
N 7 WICO 11/05/22 11/0	Erie News Now Weeken			.50	ψ250.001 -01. 0.00 ΝΙΝΙ	l '	Ψ230.00
Erie News Now Weeker			D #				
Start Date End D Week: 10/31/22 11/06		Week Rate 1 \$250.00				l	
	6/22 Morning Weekend News		8:30 AM S	:30 1	\$250.00 P-01. 0.00 NM	1	\$250.00
Frie Name Nam Washan	Erie News Now Weeken	d (8:00 AM-	8:30 AM)				
Erie News Now Weeker Start Date End D		/Week Rate	Rating			l	
Week: 10/31/22 11/06		1 \$250.00					
N 9 WICU 11/06/22 11/0	• •	CM 9:00 AM-	10:00 AMS	:30 1	\$200.00 P-01. 0.00 NM	1	\$200.00
NBC Sunday Today Sho	Sunday Today ow						
Start Date End D	Oate Weekdays Spots	Week Rate					
Week: 10/31/22 11/06	<del></del>	1 \$200.00		00 4	## ### ### ###########################		<b>#450.00</b>
N10 WICU 11/01/22 11/0	7/22 M-F 9a-10a Today Show III	CM 9:00 AM-	10:00 AMMTWTF	:30 1	\$150.00 P-01. 0.00 NM	1	\$150.00
Today Third Hour-NBC Start Date End D	ate Weekdays Spots	/Week Rate	Rating			l	
Week: 11/01/22 11/07		1 \$150.00					
N11 WICU 11/01/22 11/0		CM 10:00 AM	-11:00 AIMTWTF	:30 1	\$150.00 P-01. 0.00 NM	1	\$150.00
Today with Hoda & Jeni	Today w/Hoda & Jenna na-NBC						
Start Date End D	Oate Weekdays Spots	Week Rate					
Week: 11/01/22 11/07 N12 WICU 11/01/22 11/0	<del></del>	1 \$150.00 CM 11:30 AM	0.00 -12:30 PIMTWTF	:30 1	\$100.00 P-01. 0.00 NM	1	\$100.00
	People's Court	O.W. 11.007.W.	12.00 1 1111111	.00	ψ100.001 01. 0.00 1 <b>1</b>		Ψ100.00
People's Court Start Date End D	Pate Weekdays Spots	/Week Rate	Rating			l	
Week: 11/01/22 11/07		1 \$100.00					
N13 WICU 11/01/22 11/0		CM 1:00 PM-2	2:00 PM MTWTF	:30 1	\$200.00 P-01. 0.00 NM	1	\$200.00
Days of Our Lives-NBC	Days of Our Lives						
Start Date End D		Week Rate					
Week: 11/01/22 11/07		1 \$200.00		.00 4	0.00 P.04 -0.00 P.14		<b>0470.00</b>
N14 WICU 11/01/22 11/0	7/22 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						I	

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WICU-DT1

Order / Rev: 72118 Advertiser:

Senate Majority PAC Alt Order #: 27756209 Product Desc: Issue

Flight Dates: 11/01/22 - 11/07/22 Estimate: 163/173/10484

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/01/22 N15 WICU 11/01/22	11/07/22	MTWTF Erie News Now @	1 12306M	\$170.00	0.00 :00 PMMTWTF	- :30	1	\$225.00 P-01	0.00 NM	1	\$225.00
N 13 WICO 11/01/22	. 11/01/22	Erie News Now @	•	12.30 FIVI-1	.OO FIVIIVII WIT	50	'	φ223.00 F-01	. 0.00 INIVI	1 '	φ225.00
Erie News Now @	21230pm		·							1	
Start Date	End Date 11/07/22	Weekdays MTWTF	Spots/Week 1	Rate \$225.00	Rating 0.00						
Week: 11/01/22 N16 WICU 11/01/22		Early News Week			0.00 30 PM MTWTF	- :30	1	\$500.00 P-01	0.00 NM	1	\$500.00
1110 11100 11701722	11/01/22	Erie News Now @	• (	0.00 T W 0.0	70 1 W MIWII	.00		ψοσο.σσ1 σ1	. 0.00 14101	<b>l</b> '	φοσο.σσ
Erie News Now @				_						ĺ	
	End Date 11/07/22	Weekdays MTWTF	Spots/Week 1	Rate \$500.00	Rating 0.00					i	
N17 WICU 11/01/22		Early News Week	· ·		0.00 00 PM MTWTF	- :30	2	\$600.00 P-01	. 0.00 NM	2	\$1,200.00
		Erie News Now @						<b>,</b>			<b>*</b> ·,=····
Erie News Now @		Ma alidais	C==+= \\ \\ \ ==  -	Data	Detina					1	
	End Date 11/07/22	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$600.00	Rating 0.00					i	
N18 WICU 11/01/22	11/07/22	Early News Week	day (3 <b>/C</b> M		BO PM MTWTF	- :30	3	\$700.00 P-01	. 0.00 NM	3	\$2,100.00
Eda Nama Nama G	. op	Erie News Now @	9 6p								
Erie News Now @ Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	11/07/22	MTWTF	3	\$700.00	0.00					ĺ	
N19 WICU 11/01/22	11/07/22	Early News Week	day (4 <b>t6</b> M	7:00 PM-7:3	30 PM MTWTF	- :30	1	\$800.00 P-01	. 0.00 NM	1	\$800.00
Erie News Now @	7D	Erie News Now a	t 7p							1	
	End Date	Weekdays	Spots/Week	Rate	Rating					i	
	11/07/22	MTWTF	1	\$800.00	0.00					İ	
N20 WICU 11/05/22	11/05/22	Early News Week		6:00 PM-6:3	30 PM S-	- :30	1	\$500.00 P-01	. 0.00 NM	1	\$500.00
Erie New Now We	eekend @ 6	Erie News Now S	at 6pm							1	
	End Date	Weekdays_	Spots/Week	Rate	Rating					İ	
	11/06/22	S-	1	\$500.00	0.00					•	
N21 WICU 11/06/22	11/06/22	•		6:00 PM-6:3	30 PM S	S :30	1	\$500.00 P-01	. 0.00 NM	1	\$500.00
Erie News Now W	/eekend @	Erie News Now S 6P	шп өртп							1	
	End Date	Weekdays	Spots/Week	Rate	Rating					1	
	11/06/22	S	1	\$500.00	0.00			<b>A</b> 400 00 <b>D</b> 04	0.00.104		<b>#</b> 400 00
N22 WICU 11/01/22	11/07/22	M-F 730p-8p People TV	CM	7:30 PM-8:0	00 PM MTWTF	- :30	1	\$400.00 P-01	. 0.00 NM	1	\$400.00
People TV		. 000.0								ĺ	
	End Date	Weekdays	Spots/Week	Rate	Rating					ĺ	
Week: 11/01/22 N23 WICU 11/01/22	11/07/22	MTWTF Late News M-F	CM	\$400.00	0.00 1:35 PIMTWTF	- :30	1	\$700.00 P-01	. O OO NIM	1	\$700.00
1123 WICO 11/01/22	. 11/01/22	Erie News Now a		(11:00 PM-1		50		Ψ100.001 -01	. 0.00 INIVI	1 '	Ψ700.00
Erie News Now @	11P		·	•	ŕ					l	
	End Date 11/07/22	<u>Weekdays</u> MTWTF	Spots/Week 1	Rate \$700.00	Rating 0.00					İ	
N24 WICU 11/06/22		Sun 11:30p-12a	CM		2:00 XI S	S :30	1	\$500.00 P-01	. 0.00 NM	1	\$500.00
		Inside Edition		(11:30 PM-1				,		1	*
Erie News Now @		Modedaya	Cnoto/Mook	Doto	Doting					1	
	End Date 11/06/22	Weekdays S	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
N25 WICU 11/01/22		Network Late Nigh	nt ShowM		2:35 XIMTWTF	- :30	1	\$150.00 P-01	. 0.00 NM	1	\$150.00
Table Of SE	0	Tonight Show w/s	Jimmy Fallon	(11:35 PM-1	2:35 XM)					1	
Tonight Show-NB Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					i	
	11/07/22	MTWTF	1	\$150.00	0.00					i	
N26 WICU 11/01/22		Tuesday Prime Hi	r 1 CM		00 PM - T	- :30	1	\$2,000.00 P-01	. 0.00 NM	1	\$2,000.00
The Voice Too M	3C	The Voice		(8:00 PM-9:	00 PM)					1	
The Voice Tue-NE Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
<u>Jan Balo</u>	2410		_po.c. 7700K	11010	<u>9</u>					•	

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WICU-DT1

Order / Rev: 72118 Advertiser:

Senate Majority PAC

Alt Order #: 27756209 Product Desc: Issue

Flight Dates: 11/01/22 - 11/07/22 163/173/10484

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time D	ays L	Len S	Spots	Rate	Pri	Rtg Type	Spots	Amount
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating								
We	ek: 10/3	31/22	11/06/22	- T	1	\$2,000.00	0.00								
N27	WICU	11/02/2	2 11/02/22	Wednesday Prime	e Hr 2 CM	9:00 PM-10	:00 PM V	V	:30	1	\$2,000.0	0 P-01	. 0.00 NM	1	\$2,000.00
				Chicago Fire											
C	Chicago	Fire-NB	С												
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating								
We	ek: 10/3	31/22	11/06/22	W	1	\$2,000.00	0.00							•	
N28	WICU	11/02/2	2 11/02/22	Wednesday Prime	e Hr 3 CM	10:00 PM-1	1:00 PI V	<b>V</b>	:30	1	\$2,000.0	0 P-01	. 0.00 NM	1	\$2,000.00
_				Chicago PD											
C	•	PD-NBC													
		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating								
	ek: 10/3	31/22	11/06/22	W	1	\$2,000.00	0.00								
N29	WICU	11/03/2	2 11/03/22	Thursday Prime H	lr 1 CM	8:00 PM-9:0	00 PM	T	:30	1	\$1,200.0	0 P-01	. 0.00 NM	1	\$1,200.00
			_	Law & Order											
L		rder-NB	_												
		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating								
	ek: 10/3		11/06/22	T	1	\$1,200.00	0.00								
N30	WICU	11/06/2	2 11/06/22	Nascar	CM	3:00 PM-7:0		S	:30	1	\$500.0	0 P-01	. 0.00 NM	1	\$500.00
				NASCAR Phoenix	x Raceway	(3:00 PM-7:	00 PM)								
N			hoenix Race			<b>-</b> .	5								
147		t Date	End Date	Weekdays S	Spots/Week	Rate	Rating								
We	ek: 10/3	31/22	11/06/22	S	1	\$500.00	0.00							l	
<u></u>													Totals	38	\$20,395.00