

ORDER



Orders
Order / Rev: 76611
Alt Order #: 27951362
Product Desc: Issue
Estimate: 163/173/12149
Flight Dates: 10/25/22 - 10/31/22
Original Date / Rev: 09/29/22 / 09/29/22
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 End:
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	10/30/22	7	\$5,900.00	\$5,015.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	7	\$5,900.00	\$5,015.00	0.00
Totals	7	\$5,900.00	\$5,015.00	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	30%	\$5,900.00
Market	100%	\$19,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EICU	0%	\$0.00
ESEE	0%	\$0.00
SEE	0%	\$0.00
UNKWN	70%	\$13,766.67
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	10/25/22	10/31/22	Today Show Today Show	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	2	\$600.00	P-01	0.00	NM	2	\$1,200.00												
Today Show <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/25/22</td> <td>10/31/22</td> <td>MTWTF--</td> <td>2</td> <td>\$600.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/25/22	10/31/22	MTWTF--	2	\$600.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/25/22	10/31/22	MTWTF--	2	\$600.00	0.00																						
N 2	WICU	10/25/22	10/31/22	Early News Weekday (30s) Erie News Now @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	1	\$1,200.00	P-01	0.00	NM	1	\$1,200.00												

Order / Rev: 76611
 Alt Order #: 27951362
 Flight Dates: 10/25/22 - 10/31/22

Advertiser: Senate Majority PAC
 Product Desc: Issue
 Estimate: 163/173/12149

WICU-DT1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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:		10/25/22	10/31/22	MTWTF--		1				\$1,200.00		0.00			
N 3	WICU	10/29/22	10/29/22	Morning Weekend News	CM	8:00 AM-8:30 AM	-----S-	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
				Erie News Now Weekend		(8:00 AM-8:30 AM)									
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:		10/24/22	10/30/22	-----S-		1				\$600.00		0.00			
N 4	WICU	10/29/22	10/29/22	Early News Weekend 1st	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
				Erie News Now Sat 6pm											
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:		10/24/22	10/30/22	-----S-		1				\$1,000.00		0.00			
N 5	WICU	10/30/22	10/30/22	Early News Weekend 2nd	CM	6:00 PM-6:30 PM	-----S	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
				Erie News Now Sun 6pm											
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:		10/24/22	10/30/22	-----S		1				\$1,000.00		0.00			
N 6	WICU	10/25/22	10/31/22	Early News Weekday (2nd)	CM	5:30 PM-6:00 PM	MTWTF--	:30	1	\$900.00	P-01	0.00	NM	1	\$900.00
				Erie News Now @ 530pm											
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:		10/25/22	10/31/22	MTWTF--		1				\$900.00		0.00			
													Totals	7	\$5,900.00