ORDER

Orders	Order / Re	ev:	7211	9						<u> 1</u> 2	NI	CU	
	Alt Order #	# :	2775	6210									
	Product De	esc:	Issue	Э									
	Estimate:		163/	173/10483						WICU-DT1	l		
	Flight Date	es:	10/2	5/22 - 10/31/22			Primary A	E:		Shepard R	itzen		
	Original Da	ate / Rev:	03/30	0/22 / 09/27/22			Sales Offi	ce:		MPHIL			
	Order Typ		GEN	IERAL			Sales Reg	jion:		National			
							-						
Agency	Name:		Wate	erfront Strategie	s								
	Buying Co	ntact:					Billing Typ	be:		Cash			
	Billing Cor	ntact:					Billing Cal	enda	r:	Broadcast			
			3050) K. Street NW			Billing Cyc	cle:		EOM/EOC			
			Wash	nington, DC 2000)7		Agency C	ommi	ssion:	15%			
Advertiser	Name:		Son	ate Majority PAC									
Auventiser	Demograp	blic:	HH	ale Majority PAC	,		New Busir	ness	=nd [.]				
	Product Co		PAC				Advertiser						
	Revenue (POL				Agency E						
	Revenue (POL				Unit Code			General			
	Revenue (GEN				Order Sep		n.	00:30:00			
	Priority:	5000 5.	P-01					arati		00.00.00			
	r nonty.		1 01	.1									
Bill Plan	End Data	# Choto	Cross	Amount Not	mount	Total Month			# Chata	Cross Am	ount	Not A mount	Dating
Start Date	End Date				Amount		ber 2022		# Spots 34	Gross Am \$23.7	75.00	Net Amount \$20,208.75	Rating 0.00
09/26/22 10/31/22	10/30/22 10/31/22	34 11		\$23,775.00 \$4,370.00	\$20,208.75 \$3,714.50		mber 2022		11		370.00	\$3,714.50	
10/01/22	10/01/22			φ1,010.00	φο,ι ι που	Totals	;		45	\$28,1	45.00	\$23,923.25	0.00
Account Exe	ecutives												
Account Exec	cutive	Sales Offic	ce 🛛	Sales Region	Start Date / E	End Date	Э		Order %]			
Shepard Ritz	en				Start Of Orde	er - End	Of Order		100%	-			
Order Share		SI	hare	Total	7								
WICU-DT1			27%	\$28,145.00									
Market			100%	\$104,240.74									
Competitive	Share	SI	hare	Total	1								
CABLE			0%	\$0.00									
EICU			0%	\$0.00									
ESEE			0%	\$0.00									
SEE			0%	\$0.00									
UNKWN			73%	\$76,095.74									
WFXP			0%	\$0.00									
WJET			0%	\$0.00									
WQLN			0%	\$0.00									
WSEE			0%	\$0.00									
Ln Ch	Start End				k Start/End		Days		Spots		-	ype Spots	Amount
N 1 WICU	10/25/22 10/3 ⁻			CM	6:00 AM-6:		MTWTF	:30) 2	\$200.00 P-0	1. 0.00	NM 2	\$400.00
Erie Nev	ws Now Sunrise	@ 6A		low Sunrise @ 6a		.50 AIVI)							
	rt Date End D		kdays			Ratir							
Week: 10/	25/22 10/31/		11		2 \$200.00	0.	00						

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Order / Rev:	72119	Advertiser:	Senate Majority PAC	
Alt Order #:	27756210	Product Desc:	Issue	WICU-DT1
Flight Dates:	10/25/22 - 10/31/22	Estimate:	163/173/10483	

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri Rtg Type	Spots	Amount
N 2 WICU	10/25/2	2 10/31/22	M-F 6a-7a	CM		OAM MTWTF	:30	2	\$200.00 P-01. 0.00 NM	2	\$400.00
Erio No	We Now 9	Sunrise @ 6	Erie News Now S	Sunrise @ 6a	(6:30 AM-7:0	0 AM)					
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	/25/22	10/31/22	MTWTF	2	\$200.00	0.00					
N 3 WICU	10/25/2	2 10/31/22	Today Show	CM		AM MTWTF	:30	3	\$400.00 P-01. 0.00 NM	3	\$1,200.00
Today S	Show		Today Show		(7:00 AM-8:0	0 AM)					
-	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/31/22	MTWTF	3	\$400.00	0.00					
N 4 WICU	10/25/2	2 10/31/22	Today Show	CM		OAM MTWTF	:30	3	\$600.00 P-01. 0.00 NM	3	\$1,800.00
Today S	Show		Today Show		(8:00 AM-9:0						
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/31/22	MTWTF	3	\$600.00	0.00					* ****
N 5 WICU	10/29/2	2 10/29/22	Saturday Today Saturday Today	CM	7:00 AM-8:00 (7:00 AM-8:00) AMS- 0 AM)	:30	1	\$200.00 P-01. 0.00 NM	1	\$200.00
NBC Sa	aturday To	oday Show	Outdroady roday		(7.007.00 0.00	0 / (W)					
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/ N 6 WICU		10/30/22	S- Morning Weekend	1 HoweCM	\$200.00	0.00 0 AMS-	:30	1	\$250.00 P-01. 0.00 NM	1	¢250.00
	10/29/2	2 10/29/22	Erie News Now V		(8:00 AM-8:30		.30	I	\$250.00 F-01. 0.00 NW	1	\$250.00
Erie Ne	ws Now V	Veekend Mo	ornings		· ·	,					
<u>Sta</u> Week: 10/	art Date	End Date	<u>Weekdays</u> S-	Spots/Week	Rate	Rating					
N 7 WICU		10/30/22	Morning Weeken	1 NewsCM	\$250.00 8:30 AM-9:00	0.00 0 AMS-	:30	1	\$250.00 P-01. 0.00 NM	1	\$250.00
	10/20/2	- 10/20/22	Erie News Now V		(8:30 AM-9:0		.00	•	¢200.001 01. 0.00 1444	·	φ <u>2</u> 00.00
		Veekend Mo		0	D /	D. //					
<u>Sta</u> Week: 10/	art Date /24/22	End Date 10/30/22	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00					
N 8 WICU			Morning Weekend		-	O AMS	:30	1	\$250.00 P-01. 0.00 NM	1	\$250.00
			Erie News Now V	Veekend	(8:00 AM-8:3	0 AM)					
	ws Now V art Date	Veekends @ End Date	2 8A Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/30/22	S	<u>opois/Week</u> 1	\$250.00	0.00					
N 9 WICU	10/30/2	2 10/30/22	Sunday Today	CM	9:00 AM-10:0	00 AM S	:30	1	\$200.00 P-01. 0.00 NM	0	\$0.00
		day Show	Sunday Today								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	/24/22	10/30/22	S	1	\$200.00	0.00					
	Date Ra		escription unday Today		t <u>/End Time</u> AM-10:00 AN	<u>\</u>	<u> </u>	Ler	<u>igth Rate Rtg Type</u> :30 (\$200.00) 0.00 <i>NM</i>		
	edited	-10/30/22 3	unday roday	5.00			2	Ju	.30 (\$200.00) 0.00 Nim		
[LU	JR, made	good on line	38]								
N10 WICU	10/25/2	2 10/31/22		CM	9:00 AM-10:0	00 AMMTWTF	:30	1	\$150.00 P-01. 0.00 NM	1	\$150.00
Today]	Third Hou	r-NBC	Today Show III								
-	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/31/22	MTWTF	1	\$150.00	0.00					
N11 WICU	10/25/2	2 10/31/22	M-F 10a-11a	CM	10:00 AM-11	:00 AIMTWTF	:30	1	\$150.00 P-01. 0.00 NM	1	\$150.00
Today v	with Hoda	& Jenna-NE	Today w/Hoda & 3C	Jerma							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/31/22	MTWTF	1	\$150.00	0.00				-	Aa aa
N12 WICU	10/25/2	2 10/31/22	M-F 11a-11:30a Hot Bench	CM	11:00 AM-11 (11:00 AM-11	:30 AIMTWTF :30 AM)	:30	1	\$100.00 P-01. 0.00 NM	0	\$0.00
Hot Ber	nch				(11.007401-11						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/	/25/22	10/31/22	MTWTF	1	\$100.00	0.00			I		

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Order / Rev:	72119	Advertiser:	Senate Majority PAC	
Alt Order #:	27756210	Product Desc:	Issue	WICU-DT1
Flight Dates:	10/25/22 - 10/31/22	Estimate:	163/173/10483	

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Fime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	art Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
Week: 10 Spot Ch	/25/22 <u>n Date Ra</u>	10/31/22 inge D	MIWIF	1 Stari	\$100.00 t/End Time	0.00	Weekdays	Len	gth Rate	Rtg Type		
		2-10/31/22 N	1-F 11a-11:30a	11:0	0 AM-11:30 (411:00 AM-11:3	BCMTWThF	- :	:30 (\$10<mark>0.00)</mark>	0.00 NM		
-	<i>edited</i> G line 36]]										
		2 10/31/22	M-F 1130a-1230p People's Court	CM	11:30 AM-12	2:30 PIMTWTF-	- :30	1	\$100.00 P-0 ²	1. 0.00 NM	1	\$100.00
•	's Court art Date	End Date 10/31/22	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00						
N14 WICU				CM		0.00 0 PM MTWTF-	- :30	1	\$200.00 P-0 ²	1. 0.00 NM	1	\$200.00
Days o	f Our Live	s-NBC	NBC News Daily									
-	art Date	End Date 10/31/22	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$200.00	<u>Rating</u> 0.00						
N15 WICU	10/25/2	2 10/31/22		СМ	2:00 PM-3:0	0 PM MTWTF-	- :30	1	\$100.00 P-0 ²	1. 0.00 NM	0	\$0.00
Judge I	Mablean		Judge Mablean									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10 Spot Ch	/25/22 <u>n Date Ra</u>	10/31/22 inge <u>D</u>	MTWTF	1 <u>Star</u>	\$100.00 t/End Time	0.00	Weekdays	Len	gth Rate	Rtg Type		
		2-10/31/22 N	1-F 2p-3p	2:00	PM-3:00 PM		MTWThF	- :	:30 (\$10<mark>0.00)</mark>	0.00 NM		
-	<i>edited</i> rogram ch	nange, made	good on line 40]									
N16 WICU	10/25/2	2 10/31/22	M-F 3p-4p (DY)	CM	3:00 PM-4:0	0 PM MTWTF-	- :30	1	\$150.00 P-0 ²	1. 0.00 NM	0	\$0.00
Kelly C	larkson		The Kelly Clarkso	on Show								
<u>Sta</u> Week: 10	art Date	End Date 10/31/22	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$150.00	<u>Rating</u> 0.00						
Spot Ch	n Date Ra	inge D	escription	Star	t/End Time		Weekdays	Len		Rtg Type		
	J 10/25/22 edited	2-10/31/22 N	1-F 3p-4p (DY)	3:00	PM-4:00 PM		MTWThF	- :	:30 (\$150.00)	0.00 NM		
-		ange, made	good onl ine 39]									
N17 WICU	10/25/2	2 10/31/22	M-F 4p-5p (EF) Ellen	СМ	4:00 PM-5:0	0 PM MTWTF-	- :30	1	\$170.00 P-01	1. 0.00 NM	0	\$0.00
Ellen												
<u>Sta</u> Week: 10	art Date	End Date 10/31/22	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$170.00	Rating 0.00						
<u>Spot</u> Ch	n Date Ra	inge D	escription		t/End Time		Weekdays	Len		Rtg Type		
	J 10/25/22 edited	2-10/31/22 N	1-F 4p-5p (EF)	4:00	PM-5:00 PM		MTWThF	- :	:30 (\$170.00)	0.00 NM		
		ange, made	good on line 41]									
N18 WICU	10/25/2	2 10/31/22	Erie News Now @ Erie News Now @		12:30 PM-1:	:00 PMMTWTF-	- :30	1	\$225.00 P-0 ²	1. 0.00 NM	1	\$225.00
		@ 1230pm										
<u>Sta</u> Week: 10	art Date /25/22	End Date 10/31/22	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00						
N19 WICU		2 10/31/22	Early News Week			80 PM MTWTF-	- :30	1	\$500.00 P-0'	1. 0.00 NM	1	\$500.00
Erie Ne	ws Now	@ 5P	Erie News Now @	Ø 5p								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10 N20 WICU		10/31/22	MTWTF Early News Week	1 dav (2nQM	\$500.00 5:30 PM-6:0	0.00 0 PM MTWTF-	- :30	2	\$600.00 P-0 ²	1. 0.00 NM	2	\$1,200.00
			Erie News Now @					-	,			, <u> </u>
	ews Now (art Date	@ 530P End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/25/22	10/31/22	МГШГЕ	2	\$600.00	0.00						
N21 WICU	10/25/2	2 10/31/22	Early News Week Erie News Now @		6:00 PM-6:3	80 PM MTWTF-	- :30	3	\$700.00 P-0'	1. 0.00 NM	3	\$2,100.00
Erie Ne	ews Now	@ 6P		- 76							I	

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Order / Rev:	72119	Advertiser:	Senate Majority PAC	
Alt Order #:	27756210	Product Desc:	Issue	WICU-DT1
Flight Dates:	10/25/22 - 10/31/22	Estimate:	163/173/10483	

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri Rtg Type	Spots	Amount
Start Date End Dat						
Week: 10/25/22 10/31/22				A		• · • • • • • •
N22 WICU 10/25/22 10/31/2	2 Early News Weekday (416M Erie News Now at 7p	7:00 PM-7:30 PM MTWTF	:30 2	\$800.00 P-01. 0.00 NM	2	\$1,600.00
Erie News Now @ 7P						
Start Date End Dat						
Week: 10/25/22 10/31/22		****	-20 1	\$500.00 D.04 .0.00 NM	4	¢500.00
N23 WICU 10/29/22 10/29/2	2 Early News Weekend 1sCM Erie News Now Sat 6pm	6:00 PM-6:30 PM S-	:30 1	\$500.00 P-01. 0.00 NM	1	\$500.00
Erie New Now Weekend @						
Start Date End Dat						
Week: 10/24/22 10/30/22		\$000.00 0.00	<u> </u>	# 500.00 D .04.000 N .44		* =00.00
N24 WICU 10/30/22 10/30/2	Erie News Now Sun 6pm	6:00 PM-6:30 PM S	:30 1	\$500.00 P-01. 0.00 NM	1	\$500.00
Erie News Now Weekend	•					
Start Date End Dat						
Week: 10/24/22 10/30/22		\$500.00 0.00				
N25 WICU 10/25/22 10/31/2	2 M-F 730p-8p CM People TV	7:30 PM-8:00 PM MTWTF	:30 1	\$400.00 P-01. 0.00 NM	0	\$0.00
People TV						
Start Date End Dat		Rate Rating				
Week: 10/25/22 10/31/22		•••••				
Spot Ch Date Range 1 WICU 10/25/22-10/31/22			<u>Neekdays</u> <u>Le</u> MTWThF	<u>ngth </u>		
Credited						
[MG line 37]						
N26 WICU 10/25/22 10/31/2		11:00 PM-11:35 PIMTWTF	:30 1	\$700.00 P-01. 0.00 NM	1	\$700.00
Erie News Now @ 11P	Erie News Now at 11p	(11:00 PM-11:35 PM)				
Start Date End Dat	e Weekdays Spots/Week	Rate Rating				
Week: 10/25/22 10/31/22		· · — —				
N27 WICU 10/30/22 10/30/2		11:30 PM-12:00 XIS	:30 1	\$500.00 P-01. 0.00 NM	1	\$500.00
Erie News Now @ 11P	Erie News Now Late Run	(11:30 PM-12:00 XM)				
Start Date End Dat	e Weekdays Spots/Week	Rate Rating				
Week: 10/24/22 10/30/22		· . — — — •				
N28 WICU 10/25/22 10/31/2	J	11:35 PM-12:35 XIMTWTF	:30 1	\$150.00 P-01. 0.00 NM	1	\$150.00
Tonight Show-NBC	Tonight Show w/Jimmy Fallon	(11:35 PM-12:35 XM)				
Start Date End Dat	e Weekdays Spots/Week	Rate Rating				
Week: 10/25/22 10/31/22						
N29 WICU 10/25/22 10/25/2	-	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	The Voice	(8:00 PM-9:00 PM)				
Start Date End Dat	e Weekdays Spots/Week	Rate Rating				
Week: 10/24/22 10/30/22						
N30 WICU 10/25/22 10/25/2	2 Tuesday Prime Hr 3 CM	10:00 PM-11:00 PI-T	:30 1	\$1,000.00 P-01. 0.00 NM	1	\$1,000.00
Now Amotordom NDC	New Amsterdam					
New Amsterdam-NBC Start Date End Dat	e Weekdays Spots/Week	Rate Rating				
Week: 10/24/22 10/30/22		· · · · · · · · · · · · · · · · · · ·				
N31 WICU 10/26/22 10/26/2	2 Wednesday Prime Hr 2 CM	9:00 PM-10:00 PM W	:30 1	\$2,000.00 P-01. 0.00 NM	1	\$2,000.00
	Chicago Fire					
Chicago Fire-NBC Start Date End Dat	e <u>Weekdays</u> Spots/Week	Rate Rating				
Week: 10/24/22 10/30/22						
N32 WICU 10/26/22 10/26/2		10:00 PM-11:00 PI W	:30 1	\$2,000.00 P-01. 0.00 NM	1	\$2,000.00
	Chicago PD					
Chicago PD-NBC Start Date End Dat	e Weekdays Spots/Week	Rate Rating				
Week: 10/24/22 10/30/22		<u>Rate</u> <u>Rating</u> \$2,000.00 0.00				
				·	•	

Order / Rev:	72119	Advertiser:	Senate Majority PAC	
Alt Order #:	27756210	Product Desc:	Issue	WICU-DT1
Flight Dates:	10/25/22 - 10/31/22	Estimate:	163/173/10483	

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri Rtg Type	Spots	Amount
N33 WICU 10/27/22 10/27/22	Thursday Prime Hr 1 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	Law & Order					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/24/22 10/30/22		\$1,200.00 0.00				
N34 WICU 10/30/22 10/30/22	Nascar CM Nascar: Martinsville	2:00 PM-6:00 PM S (2:00 PM-6:00 PM)	:30 1	\$500.00 P-01. 0.00 NM	1	\$500.00
NASCAR Cup: Martinsville	Nascal. Martinsvinc	(2.00 1 10 0.00 1 10)				
Start Date End Date Week: 10/24/22 10/30/22	WeekdaysSpots/WeekS1	<u>Rate</u> <u>Rating</u> \$500.00 0.00				
N35 WICU 10/30/22 10/30/22	-	8:20 PM-11:30 PMS	:30 1	\$5,000.00 P-01. 0.00 NM	1	\$5,000.00
Sunday Night Football	NFL Regular In Game	(8:20 PM-11:30 PM)				
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/24/22 10/30/22		\$5,000.00 0.00				
N36 WICU 10/25/22 10/31/22	M-F 11a-11:30a CM Jeopardy II	11a-11:30a MTWTF	:30 1	\$100.00 P-01. 0.00 NM	1	\$100.00
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/25/22 10/31/22	MTWTF 1	\$100.00 0.00				
N37 WICU 10/25/22 10/31/22	M-F 730p-8p CM Inside Edition	Mon-Fri 7:30pm-8rMTWTF	:30 1	\$400.00 P-01. 0.00 NM	1	\$400.00
Start Date End Date Week: 10/25/22 10/31/22	WeekdaysSpots/WeekMTWTF1	<u>Rate</u> <u>Rating</u> \$400.00 0.00				
N38 WICU 10/29/22 10/29/22	Saturday Today CM Saturday Today	7:00 AM-8:00 AM S- (7:00 AM-8:00 AM)	:30 1	\$200.00 P-01. 0.00 NM	1	\$200.00
Start Date End Date Week: 10/24/22 10/30/22	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$200.00 0.00				
N39 WICU 10/25/22 10/31/22	M-F 3p-4p (DY) CM	3:00 PM-4:00 PM MTWTF	:30 1	\$150.00 P-01. 0.00 NM	1	\$150.00
Kelly Clarkson	Jennifer Hudson					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/25/22 10/31/22	MTWTF 1	\$150.00 0.00				
N40 WICU 10/25/22 10/31/22	M-F 2p-3p CM Kelly Clarkson Show	2:00 PM-3:00 PM MTWTF	:30 1	\$100.00 P-01. 0.00 NM	1	\$100.00
Judge Mablean						
Start DateEnd DateWeek: 10/25/2210/31/22	Weekdays Spots/Week MTWTF 1	<u>Rate</u> <u>Rating</u> \$100.00 0.00				
N41 WICU 10/25/22 10/31/22	•	4pm-5pm MTWTF	:30 1	\$170.00 P-01. 0.00 NM	1	\$170.00
	Erie News Now @ 4pm					
Ellen		Dete Detter				
Start Date End Date Week: 10/25/22 10/31/22	WeekdaysSpots/WeekMTWTF1	<u>Rate</u> <u>Rating</u> \$170.00 0.00				
				Totals	45	\$28,145.00