

ORDER



Orders
Order / Rev: 76612
Alt Order #: 27951363
Product Desc: Issue
Estimate: 163/173/12150
Flight Dates: 11/01/22 - 11/07/22
Original Date / Rev: 09/29/22 / 10/02/22
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
10/31/22	11/07/22	9	\$8,600.00	\$7,310.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2022	9	\$8,600.00	\$7,310.00	0.00
Totals	9	\$8,600.00	\$7,310.00	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%	\$8,600.00
Market	100%	\$28,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EICU	0%	\$0.00
ESEE	0%	\$0.00
SEE	0%	\$0.00
UNKWN	70%	\$20,066.67
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	11/01/22	11/07/22	Today Show Today Show	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00												
Today Show <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: 11/01/22</td> <td>11/07/22</td> <td>MTWTF--</td> <td>1</td> <td>\$600.00</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: 11/01/22	11/07/22	MTWTF--	1	\$600.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 11/01/22	11/07/22	MTWTF--	1	\$600.00	0.00																						
N 2	WICU	11/01/22	11/07/22	Today Show Today Show	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	1	\$700.00	P-01	0.00	NM	1	\$700.00												

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Advertiser: Senate Majority PAC
 Product Desc: Issue
 Estimate: 163/173/12150

WICU-DT1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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--		1				\$700.00		0.00			
N 3	WICU	11/01/22	11/07/22	Early News Weekday (3p) 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
		<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				\$1,200.00		0.00			
N 4	WICU	11/05/22	11/05/22	Morning Weekend News Erie News Now Weekend	CM	8:00 AM-8:30 AM (8:00 AM-8:30 AM)	-----S-	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
		<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				\$600.00		0.00			
N 5	WICU	11/05/22	11/05/22	Early News Weekend 1st Erie News Now Sat 6pm	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$1,000.00	P-01	0.00	NM	1	\$1,000.00
		<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				\$1,000.00		0.00			
N 6	WICU	11/06/22	11/06/22	Early News Weekend 2nd Erie News Now Sun 6pm	CM	6:00 PM-6:30 PM	-----S	:30	1	\$1,000.00	P-01	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/31/22	11/06/22	-----S		1				\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WICU	10/31/22-11/06/22	Early News Weekend 2nd			6:00 PM-6:30 PM	-----Su	:30		(\$1,000.00)		0.00	NM		
Credited [MG lines 9 & 10]															
N 7	WICU	11/01/22	11/07/22	Early News Weekday (2p) Erie News Now @ 530pm	CM	5:30 PM-6:00 PM	MTWTF--	:30	1	\$900.00	P-01	0.00	NM	1	\$900.00
		<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				\$900.00		0.00			
N 8	WICU	11/02/22	11/02/22	Wednesday Prime Hr 2 Chicago Fire	CM	9:00 PM-10:00 PM	--W----	:30	1	\$2,600.00	P-01	0.00	NM	1	\$2,600.00
		<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				\$2,600.00		0.00			
N 9	WICU	11/06/22	11/06/22	Morning Weekend News Erie News Now Weekend	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----S	:30	1	\$600.00	P-01	0.00	NM	1	\$600.00
		<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				\$600.00		0.00			
N 10	WICU	11/01/22	11/07/22	M-F 5a-6a Erie News Now Sunrise @ 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	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:		11/01/22	11/07/22	MTWTF--		1				\$400.00		0.00			
													Totals	9	\$8,600.00