

ORDER



Orders
Order / Rev: 1287601
Alt Order #: WOC14646390
Product Desc: General
Estimate: 13272
Flight Dates: 07/16/24 - 07/22/24
Original Date / Rev: 05/09/24 / 05/09/24
Order Type: GENERAL

WEWS

Primary AE: Margie MacDonald
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact: Rick Weiner
 3050 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Duty and Honor
Demographic: A35+
Product Codes: Non-Ballot Issue
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-2

New Business End:
Advertiser External ID: 263148
Agency External ID: 123989
Unit Code: General
Order Separation: 00:10:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/01/24	07/22/24	34	\$66,000.00	\$56,100.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2024	34	\$66,000.00	\$56,100.00	0.00
Totals	34	\$66,000.00	\$56,100.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald	EWSDC	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	07/16/24	07/22/24	M-F 6-7am GMC M-F 6-7am GMC (Program: GOOD MORNING CLEVELAND 6A) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 3Q23 average of Good Morning Cleveland Mo-Fr 6a	CM	6-7am	MTWTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/16/24	07/22/24	MTWTF--		2		\$1,500.00		0.00					
N 2	WEWS	07/16/24	07/22/24	M-F 7-9am GMA M-F 7-9am GMA (Program: GOOD MORNING AMERICA) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 3Q23 average of Good Morning America Mo-Fr 7a	CM	7-9am	MTWTF--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/16/24	07/22/24	MTWTF--		2		\$2,000.00		0.00					
N 3	WEWS	07/16/24	07/20/24	SA 9-10am GMA SA 9-10am GMA (Program: GOOD MORNING AMERICA SA 9A) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 3Q23 average of Good Morning America Sa 9a	CM	9-10am	-----S-	:30	1	\$1,000.00	P-2	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: 07/15/24	07/21/24	-----S-		1		\$1,000.00		0.00					
N 4	WEWS	07/16/24	07/21/24	SU 7-8am GMA SU 7-8am GMA (Program: GOOD MORNING AMERICA SU 7A) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 3Q23 average of Good Morning America Su 7a	CM	7-8am	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/24	07/21/24	-----S		1				\$1,500.00		0.00			
N 5	WEWS	07/16/24	07/22/24	M-F 11am-12pm M-F 11am-12pm	CM	11am-12pm	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		(Program: THE VIEW) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 2Q23 average of The View													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/24	07/22/24	MTWTF--		5				\$1,500.00		0.00			
N 6	WEWS	07/16/24	07/22/24	M-F 12-1230pm News M-F 12-1230pm News	CM	12-1230pm	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		(Program: NEWS 5 AT NOON) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 3Q23 average of 12pm news													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/24	07/22/24	MTWTF--		5				\$1,500.00		0.00			
N 7	WEWS	07/16/24	07/22/24	M-F 5-6pm News M-F 5-6pm News	CM	5-6pm	MTWTF--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		(Program: NEWS 5 AT 5P) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 3Q23 average of News 5 Mo-Fr 5p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/24	07/22/24	MTWTF--		2				\$2,000.00		0.00			
N 8	WEWS	07/16/24	07/22/24	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	MTWTF--	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
		(Program: NEWS 5 AT 6P) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 3Q23 average of News 5 Mo-Fr 6p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/24	07/22/24	MTWTF--		2				\$4,000.00		0.00			
N 9	WEWS	07/16/24	07/22/24	M-F 7-730pm M-F 7-730pm	CM	7-730pm	MTWTF--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		(Program: SCRIPPS NEWS THE DEBRIEF) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 3Q23 average of The Debrief													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/24	07/22/24	MTWTF--		2				\$2,000.00		0.00			
N 10	WEWS	07/16/24	07/20/24	SA 6-630pm News SA 6-630pm News	CM	6-630pm	-----S-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		(Program: NEWS 5 AT 6P SAT) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - Jul'23-Aug'23 average of News 5 Sat 6p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/24	07/21/24	-----S-		1				\$3,000.00		0.00			
N 11	WEWS	07/16/24	07/20/24	SA 730-8pm Cash Expl SM SA 730-8pm Cash Explosion	CM	730-8pm	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		(Program: CASH EXPLOSION) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 1Q23 average of Cash Explosion													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/24	07/21/24	-----S-		1				\$1,500.00		0.00			
N 12	WEWS	07/16/24	07/22/24	M-SU 11-1135pm News M-SU 11-1135pm News	CM	11-1135pm	MTWTFSS	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		(Program: NEWS 5 AT 11P M-SU) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 1Q23 average of News 5 Mo-Su 11p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/24	07/22/24	MTWTFSS		2				\$3,000.00		0.00			
N 13	WEWS	07/16/24	07/22/24	Kimmel 1135pm Kimmel 1135pm	CM	1135pm-1237am	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		(Program: JIMMY KIMMEL LIVE) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 3Q23 average of Jimmy Kimmel													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/24	07/22/24	MTWTF--		3				\$600.00		0.00			
N 14	WEWS	07/16/24	07/22/24	Nightline 1237am Nightline 1237am	CM	1237-107am	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		(Program: NIGHTLINE) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - 3Q23 average of ABC News Nightline													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/24	07/22/24	MTWTF--		3				\$400.00		0.00			
N 15	WEWS	07/16/24	07/17/24		CM	8-9pm	--W----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00

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WEWS

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Wednesday Prime A Wednesday Prime A (Program: JUDGE STEVE HARVEY 2024) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - Jun'23-Aug'23 average of Judge Steve Harvey															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/15/24	07/21/24	--W----			1			\$6,000.00		0.00			
N 16	WEWS	07/16/24	07/21/24	Sunday Prime C	CM	9-11pm	-----S	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
Sunday Prime C (Program: 100,000 PYRAMID 2024) 3Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - Jul'23-Sep'23 average of \$100,000 Pyramid															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/15/24	07/21/24	-----S			1			\$6,000.00		0.00			
													Totals	34	\$66,000.00