

ORDER



Orders
Order / Rev: 1287358
Alt Order #: WOC14645695
Product Desc: General
Estimate: 13263
Flight Dates: 05/31/24 - 06/06/24
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
05/27/24	06/06/24	24	\$48,600.00	\$41,310.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2024	24	\$48,600.00	\$41,310.00	0.00
Totals	24	\$48,600.00	\$41,310.00	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	05/31/24	06/06/24	M-F 6-7am GMC M-F 6-7am GMC (Program: GOOD MORNING CLEVELAND 6A) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ESTIMATE IS BASED ON PAV of Good Morning Cleveland 6am on WEWS airing 65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/20	CM	6-7am	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/31/24	06/06/24	MTWTF--		2		\$1,200.00		0.00					
N 2	WEWS	05/31/24	06/06/24	M-F 7-9am GMA M-F 7-9am GMA (Program: GOOD MORNING AMERICA) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ESTIMATE IS BASED ON PAV of Good Morning America on WEWS airing 65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023, 4/	CM	7-9am	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: 05/31/24	06/06/24	MTWTF--		2		\$1,500.00		0.00					
N 3	WEWS	05/31/24	06/01/24	SA 8-9am News SA 8-9am News (Program: GOOD MORNING CLEVELAND SA 8A) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ESTIMATE IS BASED ON PAV of Good Morning Cleveland Saturday on WEWS airing 12 times on 4/1/2023, 4/8/2023, 4/15/2023, 4/22/2023, 4/29/2023, 5/13/2023, 5/20/2023, 5/27/2023, 6/3/2023, 6/10/2023, 6/17/2023 a	CM	8-9am	-----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: 05/27/24	06/02/24	-----S-		1		\$1,000.00		0.00					

Order / Rev: 1287358
 Alt Order #: WOC14645695
 Flight Dates: 05/31/24 - 06/06/24

Advertiser: Duty and Honor
 Product Desc: General
 Estimate: 13263
WEWS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																
N 4	WEWS	05/31/24	06/02/24	SU 7-8am GMA SU 7-8am GMA	CM	7-8am	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00																																
(Program: GOOD MORNING AMERICA SU 7A) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ESTIMATE IS BASED ON PAV of Good Morning America Sunday on WEWS airing 11 times on 4/2/2023, 4/9/2023, 4/16/2023, 4/23/2023, 4/30/2023, 5/7/2023, 5/14/2023, 5/21/2023, 6/4/2023, 6/11/2023 and 6/18/2023																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 05/27/24	06/02/24	-----S	1	\$1,000.00	0.00																																										
N 5	WEWS	05/31/24	06/06/24	M-F 11am-12pm M-F 11am-12pm	CM	11am-12pm	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00																																
(Program: THE VIEW) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ESTIMATE IS BASED ON PAV of The View on WEWS airing 65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023, 4/12/2023, 4/1																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 05/31/24	06/06/24	MTWTF--	2	\$1,200.00	0.00																																										
N 6	WEWS	05/31/24	06/06/24	M-F 12-1230pm News M-F 12-1230pm News	CM	12-1230pm	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00																																
(Program: NEWS 5 AT NOON) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ESTIMATE IS BASED ON PAV of News 5 at Noon on WEWS airing 65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023, 4/12/2023																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 05/31/24	06/06/24	MTWTF--	2	\$1,000.00	0.00																																										
N 7	WEWS	05/31/24	06/06/24	M-F 6-630pm News M-F 6-630pm News	CM	6-630pm	MTWTF--	:30	2	\$2,500.00	P-3	0.00	NM	2	\$5,000.00																																
(Program: NEWS 5 AT 6P) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ESTIMATE IS BASED ON PAV of News 5 at 6pm on WEWS airing 64 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023, 4/12/2023																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 05/31/24	06/06/24	MTWTF--	2	\$2,500.00	0.00																																										
N 8	WEWS	05/31/24	06/06/24	ABC World News M-F ABC World News M-F	CM	630-7pm	MTWTF--	:30	2	\$4,000.00	P-2	0.00	NM	2	\$8,000.00																																
(Program: ABC WORLD NEWS) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ESTIMATE IS BASED ON PAV of ABC World News Tonight with David Muir on WEWS airing 64 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 05/31/24	06/06/24	MTWTF--	2	\$4,000.00	0.00																																										
N 9	WEWS	05/31/24	06/01/24	SA 6-630pm News SA 6-630pm News	CM	6-630pm	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00																																
(Program: NEWS 5 AT 6P SAT) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ESTIMATE IS BASED ON PAV of News 5 at 6pm on WEWS airing 11 times on 4/1/2023, 4/15/2023, 4/22/2023, 5/6/2023, 5/13/2023, 5/20/2023, 5/27/2023, 6/3/2023, 6/10/2023, 6/17/2023 and 6/24/2023																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 05/27/24	06/02/24	-----S-	1	\$2,000.00	0.00																																										
N 10	WEWS	05/31/24	06/06/24	M-SU 11-1135pm News M-SU 11-1135pm News	CM	11-1135pm	MTWTFSS	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00																																
(Program: NEWS 5 AT 11P M-SU) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ESTIMATE IS BASED ON PAV of WEWS airing News 5 at 11pm on 3/27/2023, News 5 at 11pm on 3/28/2023, News 5 at 11pm on 3/29/2023, News 5 at 11pm on 3/30/2023, News 5 at 11pm on 3/31/2023, News 5 at 11pm on 4/																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 05/31/24	06/06/24	MTWTFSS	2	\$2,000.00	0.00																																										
N 11	WEWS	05/31/24	06/06/24	Kimmel 1135pm Kimmel 1135pm	CM	1135pm-1237am	MTWTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00																																
(Program: JIMMY KIMMEL LIVE) 2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ESTIMATE IS BASED ON PAV of Jimmy Kimmel Live! on WEWS airing 64 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023, 4/12																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 05/31/24	06/06/24	MTWTF--	3	\$500.00	0.00																																										
N 12	WEWS	05/31/24	06/06/24		CM	1237-107am	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00																																

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 Flight Dates: 05/31/24 - 06/06/24

Advertiser: Duty and Honor
 Product Desc: General
 Estimate: 13263

WEWS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Nightline 1237am											
				Nightline 1237am											
(Program: NIGHTLINE)															
2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ESTIMATE IS BASED ON PAV of ABC News Nightline on WEWS airing 63 times on 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/1/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/8/2023, 4/11/2023, 4/12/2023, 4/13/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/31/24	06/06/24	MTWTF--			2		\$400.00		0.00				
N 13	WEWS	05/31/24	06/03/24	Monday Prime A	CM	8-9pm	M-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
				Monday Prime A											
(Program: AMERICAN IDOL MON 2024)															
2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ESTIMATE IS BASED ON PAV of American Idol on WEWS airing 13 times on 3/21/2022, 3/28/2022, 4/4/2022, 4/11/2022, 4/18/2022, 4/25/2022, 5/2/2022, 4/3/2023, 4/10/2023, 4/17/2023, 4/24/2023, 5/1/2023 and 5/15/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/31/24	06/06/24	M-----			1		\$8,000.00		0.00				
N 14	WEWS	05/31/24	06/06/24	Thursday Prime A	CM	8-9pm	---T---	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
				Thursday Prime A											
(Program: 911)															
2Q24 COMSCORE (sell) - CLEVELAND-AKRON (CANTON) - ESTIMATE IS BASED ON PAV of 9-1-1 on WJW airing 24 times on 9/26/2022, 10/3/2022, 10/10/2022, 10/17/2022, 10/24/2022, 10/31/2022, 11/7/2022, 11/14/2022, 11/21/2022, 11/28/2022, 12/19/2022, 12/26/2022, 3/6/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		05/31/24	06/06/24	---T---			1		\$7,500.00		0.00				
													Totals	24	\$48,600.00