ORDER

Orders Order / Rev: 466173 10766958 Alt Order #: HEALTHCARE EDU PROJ Product Desc: WHEC-TV ROCHESTER, NY WHEC-TV, LLC Estimate: 11557 03/25/24 - 04/02/24 Jared Kelhart Flight Dates: Primary AE: Sales Office: Original Date / Rev: 03/22/24 / 03/22/24 H-PHL Order Type: **GENERAL** Sales Region: National **Canal Partners Media** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Jeff Scattergood Billing Calendar: Billing Cycle: EOM/EOC 900 Circle 75 Pkwy SE Ste. 1650 Atlanta, GA 30339 Agency Commission: 15% Advertiser Name: **Health Care Education Project** A35+ New Business End: Demographic: PL2,PF5 **Product Codes:** Advertiser External ID: Revenue Code 1: AGY Agency External ID: Revenue Code 2: POL Unit Code: General Revenue Code 3: ISS Order Separation: 00:15:00 1 Priority:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/31/24	33	\$15,800.00	\$13,430.00
04/01/24	04/02/24	13	\$5,600.00	\$4,760.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	33	\$15,800.00	\$13,430.00	0.00
April 2024	13	\$5,600.00	\$4,760.00	0.00
Totals	46	\$21,400.00	\$18,190.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jared Kelhart			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHEC-TV, LLC	31%	\$21,400.00
Market	100%	\$69,032.26

Competitive Share	Share	Total
CABLE	0%	\$0.00
RNWS	0%	\$0.00
UNKWN	0%	\$0.00
WB26	0%	\$0.00
WBGT	0%	\$0.00
WHAM	30%	\$20,709.68
WROC	33%	\$22,780.65
WRWB	0%	\$0.00
WUHF	6%	\$4,141.94

_Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	WHEC	03/25/24	04/01/24	M-F 6-6:30a	CM	M-F 5:58-6:30	Oa	:30	0	\$450.001	0.00 NM	1	\$450.00
				M-F 5:58-6:30a		(6:00 AM-6:30	AM)						
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 03/2	25/24	03/31/24		0	\$450.00	0.00						
V	Veek: 04/0)1/24	04/07/24	1	1	\$450.00	0.00						

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Order / Rev: 466173 Advertiser: Health Care Education Project

Alt Order #: 10766958 Product Desc: HEALTHCARE EDU PROJ WHEC-TV, LLC

Flight Dates: 03/25/24 - 04/02/24 Estimate: 11557

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time I	Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
N 2 WHEC	03/27/2	4 03/27/24	M-F 6-6:30a M-F 5:58-6:30a	СМ	M-F 5:58-6: (6:00 AM-6:		1	:30	1	\$450.001	0.00 NM	1	\$450.00
Sta	rt Date	End Date	Weekdays	Spots/Week	•	Rating							
Week: 03/		03/31/24	1	1	\$450.00	0.00							
N 3 WHEC	03/29/2	4 03/29/24	M-F 6-6:30a M-F 5:58-6:30a	СМ	M-F 5:58-6: (6:00 AM-6:		1	:30	1	\$450.00 1	0.00 NM	1	\$450.00
Sta Week: 03/	rt Date 25/24	End Date 03/31/24	<u>Weekdays</u> 1	Spots/Week 1	Rate \$450.00	Rating 0.00	,						
N 4 WHEC			M-F 6-6:30a	СМ	M-F 5:58-6:	:30a - 1		:30	1	\$450.00 1	0.00 NM	2	\$900.00
Sta	rt Date	End Date	M-F 5:58-6:30a Weekdays	Spots/Week	(6:00 AM-6: Rate	30 Alvi) Rating							
Week: 03/	25/24	03/31/24	- 1	1	\$450.00	0.00							
Week: 04/ N 5 WHEC		04/07/24	- 1 M-F 6:30-7a	CM	\$450.00 M-F 6:30-7a	0.00		:30	1	\$475.00 1	0.00 NM	1	\$475.00
N 5 WILC	03/20/2	4 03/20/24	M-F 6:30-7a	Civi	(6:30 AM-7:			.30	'	φ475.00 1	0.00 INIVI	<u>'</u>	φ473.00
<u>Sta</u> Week: 03/	rt Date 25/24	End Date 03/31/24	<u>Weekdays</u> - 1	Spots/Week	Rate \$475.00	Rating 0.00							
N 6 WHEC			M-F 6:30-7a	CM	M-F 6:30-7		- 1	:30	1	\$475.00 1	0.00 NM	1	\$475.00
			M-F 6:30-7a		(6:30 AM-7:	_ ′							
Sta Week: 03/	rt Date 25/24	End Date 03/31/24	<u>Weekdays</u> 1	Spots/Week 1	Rate \$475.00	Rating 0.00							
N 7 WHEC			M-F 6:30-7a	CM	M-F 6:30-7		1	:30	1	\$475.00 1	0.00 NM	1	\$475.00
01-	D 1	E. J.D.	M-F 6:30-7a	0	(6:30 AM-7:								
Sta Week: 03/2	rt Date 25/24	End Date 03/31/24	<u>Weekdays</u> 1	Spots/Week 1	Rate \$475.00	Rating 0.00							
N 8 WHEC			M-F 6:30-7a M-F 6:30-7a	СМ	M-F 6:30-7:	a 1-		:30	1	\$475.00 1	0.00 NM	1	\$475.00
Sta Week: 04/	rt Date	End Date 04/07/24	<u>Weekdays</u> 1	Spots/Week	•	Rating 0.00							
			M-F Today Show	· · · · · · · · · · · · · · · · · · ·	M-F Today			:30	1	\$550.001	0.00 NM	2	\$1,100.00
			M-F Today Show	6:58am-8am	(7:00 AM-8:	00 AM)							
<u>Sta</u> Week: 03/	rt Date	End Date 03/31/24	<u>Weekdays</u> - 1	Spots/Week 1	Rate \$550.00	Rating 0.00							
Week: 04/		04/07/24	- 1	1		0.00							
N10 WHEC	03/27/2	4 03/27/24	M-F Today Show M-F Today Show		M-F Today (7:00 AM-8:		1	:30	1	\$550.00 1	0.00 NM	1	\$550.00
	rt Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating							
Week: 03/2		03/31/24	M-F Today Show	7-8amCM	\$550.00 M-F Today	0.00 Show 6		:30	1	\$550.00 1	0.00 NM	1	\$550.00
	00/20/2	. 00,20,2	M-F Today Show				-		·	φοσοίσο .	0.00		ψοσο.σσ
Sta Week: 03/	rt Date	End Date 03/31/24	<u>Weekdays</u> 1	Spots/Week 1	Rate \$550.00	Rating 0.00							
N12 WHEC			M-F Today Show		M-F Today			:30	1	\$550.00 1	0.00 NM	1	\$550.00
			M-F Today Show			_ :							
Sta Week: 03/	rt Date 25/24	End Date 03/31/24	<u>Weekdays</u> 1	Spots/Week 1	Rate \$550.00	Rating 0.00							
N13 WHEC			M-F Today Show	7-8amCM	M-F Today			:30	1	\$550.001	0.00 NM	1	\$550.00
			M-F Today Show		_	_ :							
Sta Week: 04/	rt Date 01/24	End Date 04/07/24	<u>Weekdays</u> 1	Spots/Week 1	Rate \$550.00	Rating 0.00							
N14 WHEC			M-F 12-12:30p Ne	ews CM	11:58a-12:3		- 1	:30	1	\$300.001	0.00 NM	1	\$300.00
2:	. 5 .	5.15 .	M-F 12-12:30p	0	(12:00 PM-1								
Sta Week: 03/2	rt Date 25/24	End Date 03/31/24	<u>Weekdays</u> 1	Spots/Week 1	Rate \$300.00	Rating 0.00)						
N15 WHEC			M-F 12-12:30p Ne	ews CM	11:58a-12:3	30p - 1		:30	1	\$300.001	0.00 NM	1	\$300.00
O: -	rt Dot-	End Data	M-F 12-12:30p	Cnoto/M1	(12:00 PM-1								
Week: 04/	rt Date 01/24	End Date 04/07/24	<u>Weekdays</u> - 1	Spots/Week 1	Rate \$300.00	Rating 0.00							
N16 WHEC	03/27/2	4 03/27/24		СМ	M-F 4-4:30	om	1	:30	1	\$250.001	0.00 NM	1	\$250.00

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Order / Rev: 466173 Advertiser: Health Care Education Project

Alt Order #: 10766958 Product Desc: HEALTHCARE EDU PROJ WHEC-TV, LLC

Flight Dates: 03/25/24 - 04/02/24 Estimate: 11557

Ln Ch	Start	End	Inventory Code	Break	Start/End T	Γime	Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			M-F 4-4:30pm M-F 4-4:30pm		(4:00 PM-4:3	30 PM)						_	
Sta Week: 03/	rt Date /25/24	End Date 03/31/24	<u>Weekdays</u> 1	Spots/Week 1	Rate \$250.00	Ratin 0.0	_						
N17 WHEC			M-F 4-4:30pm	CM	M-F 4-4:30p	m 1		:30	1	\$250.001	0.00 NM	1	\$250.00
C+o	rt Doto	End Data	M-F 4-4:30pm	Spoto/Mook	(4:00 PM-4:3		~						
Week: 04/	rt Date 01/24	End Date 04/07/24	Weekdays 1	Spots/Week 1	Rate \$250.00	Ratin 0.0	_						
N18 WHEC	03/28/2	4 03/28/24	M-F 4:30-5pm	CM	M-F 4:30-5p		1	:30	1	\$250.001	0.00 NM	1	\$250.00
Sta	rt Date	End Date	M-F 4:30-5pm Weekdays	Spots/Week	(4:30 PM-5:0 Rate	Ratin	a						
Week: 03/	25/24	03/31/24	1	1	\$250.00	0.0	0						
N19 WHEC	03/29/2	4 03/29/24	M-F 4:30-5pm M-F 4:30-5pm	СМ	M-F 4:30-5p (4:30 PM-5:0		1	:30	1	\$250.001	0.00 NM	1	\$250.00
Sta Week: 03/	rt Date /25/24	End Date 03/31/24	<u>Weekdays</u> 1	Spots/Week 1	Rate \$250.00	Ratin 0.0						<u> </u>	
N20 WHEC	04/02/2	4 04/02/24	M-F 4:30-5pm M-F 4:30-5pm	СМ	M-F 4:30-5p (4:30 PM-5:0		1	:30	1	\$250.00 1	0.00 NM	1	\$250.00
	rt Date	End Date	Weekdays	Spots/Week		Ratin	_						
Week: 04/ N21 WHEC		04/07/24 4 03/26/24	- 1 M-F 5-5:30p	CM	\$250.00 4:58-5:30p	0.0	1	:30	1	\$375.00 1	0.00 NM	1	\$375.00
	00/20/2	. 00/20/2	M-F 5-5:30p		(5:00 PM-5:3	30 PM)		.00	·	ψο. ο. ο ο .	0.00	•	ψο. σ.σσ
Sta Week: 03/	rt Date /25/24	End Date 03/31/24	<u>Weekdays</u> - 1	Spots/Week 1	Rate \$375.00	Ratin 0.0	_						
N22 WHEC			M-F 5-5:30p M-F 5-5:30p	СМ	4:58-5:30p (5:00 PM-5:3	-	- 1	:30	1	\$375.00 1	0.00 NM	1	\$375.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	<u>g</u>						
Week: 03/		03/31/24	1	1	\$375.00	0.0				***	0.00.104		4075.00
N23 WHEC	03/28/2	4 03/28/24	M-F 5-5:30p M-F 5-5:30p	СМ	4:58-5:30p (5:00 PM-5:3		1	:30	1	\$375.00 1	0.00 NM	1	\$375.00
Sta Week: 03/	rt Date /25/24	End Date 03/31/24	<u>Weekdays</u> 1	Spots/Week 1	Rate \$375.00	Ratin 0.0							
N24 WHEC	03/29/2	4 03/29/24	M-F 5-5:30p M-F 5-5:30p	СМ	4:58-5:30p (5:00 PM-5:3		1	:30	1	\$375.00 1	0.00 NM	1	\$375.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin							
Week: 03/		03/31/24	1 M-F 5-5:30p	CM	\$375.00 4:58-5:30p	0.0		:30	1	\$375.00 1	0.00 NM	1	\$375.00
		. 01/01/21	M-F 5-5:30p		(5:00 PM-5:3			.00	•	φονοίου τ	0.00 14141	<u> </u>	ψο, σ.σσ
Sta Week: 04/	rt Date	End Date 04/07/24	<u>Weekdays</u> 1	Spots/Week	Rate \$375.00	Ratin 0.0							
N26 WHEC			_	CM	5:28-6p		- 1	:30	1	\$375.00 1	0.00 NM	1	\$375.00
01-	at Data	Food Date	M-F 5:30-6p	0	(5:30 PM-6:0		_						
Sta Week: 03/	rt Date /25/24	End Date 03/31/24	<u>Weekdays</u> 1	Spots/Week 1	Rate \$375.00	Ratin 0.0	_						
N27 WHEC	03/28/2	4 03/28/24	M-F 5:30-6p M-F 5:30-6p	СМ	5:28-6p (5:30 PM-6:0		1	:30	1	\$375.00 1	0.00 NM	1	\$375.00
	rt Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Ratin							
Week: 03/ N28 WHEC		03/31/24		CM	\$375.00 5:28-6p	0.0	1	:30	1	\$375.00 1	0.00 NM	. 1	\$375.00
			M-F 5:30-6p		(5:30 PM-6:0					•			,
Sta Week: 03/	rt Date /25/24	End Date 03/31/24	<u>Weekdays</u> 1	Spots/Week 1	Rate \$375.00	Ratin 0.0	_						
N29 WHEC			M-F 5:30-6p M-F 5:30-6p	СМ	5:28-6p (5:30 PM-6:0	-	1	:30	1	\$375.001	0.00 NM	1	\$375.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Ratin							
Week: 04/ N30 WHEC		04/07/24	-1 M E 6 6:30p	CM	\$375.00	0.0	1	:30	1	\$550.00 1	0.00 NM	2	\$1,100.00
INSU WHEC	03/20/2	+ U4/UZ/Z4	M-F 6-6:30p M-F 5:58-6:30pm		5:58-6:30pm (6:00 PM-6:3		1	.su	ı	φυυ.υυ I	U.UU INIVI		φι, ιου.υυ
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	<u>g</u>					I	

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Order / Rev: 466173 Advertiser: Health Care Education Project

Alt Order #: 10766958 Product Desc: HEALTHCARE EDU PROJ WHEC-TV, LLC

Flight Dates: 03/25/24 - 04/02/24 Estimate: 11557

Ln Ch	Start	End	Inventory Code	Break	Start/End T	Гime	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating	-						
Week: 03/ Week: 04/		03/31/24 04/07/24	- 1 - 1	1 1	\$550.00 \$550.00	0.00							
N31 WHEC	03/28/2	4 03/28/24	M-F 6-6:30p M-F 5:58-6:30pm	СМ	5:58-6:30pm (6:00 PM-6:3		1	:30	1	\$550.00 1	0.00 NM	1	\$550.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 03/		03/31/24	1	1	\$550.00	0.00	-						
N32 WHEC	03/29/2	4 03/29/24	M-F 6-6:30p M-F 5:58-6:30pm	СМ	5:58-6:30pm (6:00 PM-6:3		1	:30	1	\$550.001	0.00 NM	1	\$550.00
Sta Week: 03/	art Date /25/24	End Date 03/31/24	Weekdays	Spots/Week 1	Rate \$550.00	Rating 0.00	-						
N33 WHEC	04/01/2	4 04/01/24	M-F 6-6:30p M-F 5:58-6:30pm	СМ	5:58-6:30pm (6:00 PM-6:3			:30	1	\$550.001	0.00 NM	1	\$550.00
Sta Week: 04	art Date /01/24	End Date 04/07/24	Weekdays 1	Spots/Week 1	Rate \$550.00	Rating 0.00	-						
			M-F 7-7:30p M-F 6:58-7:30pm	СМ	6:58-7:30pm (7:00 PM-7:3	n	- 1	:30	1	\$475.00 1	0.00 NM	1	\$475.00
Sta Week: 03/	art Date /25/24	End Date 03/31/24	Weekdays 1	Spots/Week		Rating 0.00	-						
N35 WHEC	04/01/2	4 04/01/24	M-F 7-7:30p M-F 6:58-7:30pm	СМ	6:58-7:30pm (7:00 PM-7:3			:30	1	\$475.00 1	0.00 NM	1	\$475.00
Sta Week: 04	art Date /01/24	End Date 04/07/24	Weekdays 1	Spots/Week 1	Rate \$475.00	Rating 0.00	-						
N36 WHEC	03/26/2	4 03/26/24	M-Su 11-11:35p M-Su 11-11:35p	СМ	10:58-11:35 (11:00 PM-1	F	1	:30	1	\$700.001	0.00 NM	1	\$700.00
Sta Week: 03	art Date /25/24	End Date 03/31/24	Weekdays - 1	Spots/Week	Rate \$700.00	Rating	L						
N37 WHEC	03/29/2	4 03/29/24	M-Su 11-11:35p M-Su 11-11:35p	СМ	10:58-11:35 (11:00 PM-1	•	1)	:30	1	\$700.00 1	0.00 NM	1	\$700.00
Sta Week: 03/	art Date /25/24	End Date 03/31/24	Weekdays 1	Spots/Week	Rate \$700.00	Rating 0.00	-						
N38 WHEC	03/31/2	4 03/31/24	M-Su 11-11:35p M-Su 11-11:35p	СМ	10:58-11:35 (11:00 PM-1	•	1)	:30	1	\$700.001	0.00 NM	1	\$700.00
Sta Week: 03/	art Date /25/24	End Date 03/31/24	Weekdays 1	Spots/Week 1		Rating 0.00	-						
N39 WHEC	03/30/2	4 03/30/24	Sa News10NBC 6		News10NB0 (6:00 AM-7:0	-	1-	:30	1	\$300.001	0.00 NM	1	\$300.00
Sta Week: 03/	art Date /25/24	End Date 03/31/24	Weekdays 1-	Spots/Week 1	Rate \$300.00	Rating 0.00	-						
N40 WHEC	03/31/2	4 03/31/24	Su News10NBC 6 Sun News10NBC		Sun News10 (6:00 AM-8:0		1	:30	1	\$300.001	0.00 NM	1	\$300.00
Sta Week: 03/	art Date /25/24	End Date 03/31/24	Weekdays 1	Spots/Week 1	Rate \$300.00	Rating 0.00	-						
N41 WHEC	03/31/2	4 03/31/24	Sunday Today 8-9 Sunday Today	9a CM	Sun Tdy 7:5 (8:00 AM-9:0		1	:30	1	\$550.001	0.00 NM	1	\$550.00
Sta Week: 03/	art Date /25/24	End Date 03/31/24	Weekdays 1	Spots/Week 1	Rate \$550.00	Rating 0.00	-						
N42 WHEC	03/31/2	4 03/31/24	Meet the Press Son 9-10am	u. 9-10 ฌ M	Sun 9-10am (9:00 AM-10		1	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
Sta Week: 03/	art Date /25/24	End Date 03/31/24	Weekdays 1	Spots/Week 1	Rate \$1,300.00	Rating 0.00	-						
N43 WHEC	03/31/2	03/31/24	Sa-Su 6-6:30p Sa-Su 6-6:30p	СМ	5:58-6:30pm (6:00 PM-6:3		1	:30	1	\$475.00 1	0.00 NM	1	\$475.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating	-						
Week: 03/	/25/24	03/31/24	1	1	\$475.00	0.00)				Tatala	40	#04_400_00
											Totals	46	\$21,400,00