

# ORDER



**WMLW-TV**

**Orders**

**Order / Rev:** 453603

**Alt Order #:** 10749184

**Product Desc:** FF PAC SKED B

**Estimate:** 12957

**Flight Dates:** 10/29/24 - 11/04/24

**Original Date / Rev:** 02/06/24 / 02/06/24

**Order Type:** GENERAL

**Primary AE:** Nick Welte

**Sales Office:** HPHIL

**Sales Region:** NAT

**Agency**

**Name:** Waterfront Strategies

**Buying Contact:**

**Billing Contact:** Nicole Meade

3050 K Street NW

Washington, DC 20007

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** Issue/FF PAC

**Demographic:** A35+

**Product Codes:** PL Issue

**Revenue Code 1:** AGY

**Revenue Code 2:** POL

**Revenue Code 3:** ISS

**Priority:** P-3

**New Business Thru:**

**Advertiser External ID:**

**Agency External ID:**

**Unit Code:** General

**Order Separation:** 00:15:00

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/28/24   | 11/04/24 | 35      | \$9,660.00   | \$8,211.00 |

**Totals**

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| November 2024 | 35        | \$9,660.00        | \$8,211.00        | 0.00        |
| <b>Totals</b> | <b>35</b> | <b>\$9,660.00</b> | <b>\$8,211.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Nick Welte        |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|         | Share | Total        |
|---------|-------|--------------|
| WMLW-TV | 1%    | \$9,660.00   |
| Market  | 100%  | \$966,000.00 |

**Competitive Share**

|       | Share | Total        |
|-------|-------|--------------|
| CABLE | 0%    | \$0.00       |
| WBME  | 1%    | \$9,660.00   |
| WCGV  | 0%    | \$0.00       |
| WDJT  | 21%   | \$202,860.00 |
| WISN  | 28%   | \$270,480.00 |
| WITI  | 34%   | \$328,440.00 |
| WPXE  | 0%    | \$0.00       |
| WTMJ  | 15%   | \$144,900.00 |
| WVTV  | 0%    | \$0.00       |
| WYTU  | 0%    | \$0.00       |

| Ln    | Ch   | Start             | End             | Inventory Code          | Break | Start/End Time    | Days              | Len | Spots       | Rate     | Pri           | Rtg  | Type | Spots | Amount   |
|-------|------|-------------------|-----------------|-------------------------|-------|-------------------|-------------------|-----|-------------|----------|---------------|------|------|-------|----------|
| N 1   | WMLW | 10/29/24          | 11/04/24        | CBS58 Morning News @7am | CM    | 7am-730am         | MTWTF--           | :30 | 3           | \$100.00 | P-3           | 0.00 | NM   | 3     | \$300.00 |
|       |      |                   |                 |                         |       |                   |                   |     |             |          |               |      |      |       |          |
|       |      |                   |                 | CBS58 Morning News @7am |       | (7:00 AM-7:30 AM) |                   |     |             |          |               |      |      |       |          |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |       |                   | <u>Spots/Week</u> |     | <u>Rate</u> |          | <u>Rating</u> |      |      |       |          |
| Week: |      | 10/29/24          | 11/04/24        | MTWTF--                 |       |                   | 3                 |     | \$100.00    |          | 0.00          |      |      |       |          |
| N 2   | WMLW | 10/29/24          | 11/04/24        |                         | CM    | 730am-8am         | MTWTF--           | :30 | 3           | \$100.00 | P-3           | 0.00 | NM   | 3     | \$300.00 |

Order / Rev: 453603  
 Alt Order #: 10749184  
 Flight Dates: 10/29/24 - 11/04/24

Advertiser: Issue/FF PAC  
 Product Desc: FF PAC SKED B  
 Estimate: 12957

WMLW-TV

| Ln   | Ch   | Start             | End             | Inventory Code                             | Break | Start/End Time                  | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type   | Spots | Amount     |
|--|------|-------------------|-----------------|--|-------|---------------------------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|------------|
| CBS58 Morning News @ 7am (7:30 AM-8:00 AM) |      |                   |                 |  |       |                                 |         |     |                   |             |     |               |        |       |            |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:                                      |      | 10/29/24          | 11/04/24        | MTWTF--                                    |       |                                 |         |     | 3                 | \$100.00    |     | 0.00          |        |       |            |
| N 3  | WMLW | 10/29/24          | 11/04/24        | 1pm-2pm<br>People's Court                  | CM    | 1p-2p                           | MTWTF-- | :30 | 3                 | \$70.00     | P-3 | 0.00          | NM     | 3     | \$210.00   |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:                                      |      | 10/29/24          | 11/04/24        | MTWTF--                                    |       |                                 |         |     | 3                 | \$70.00     |     | 0.00          |        |       |            |
| N 4  | WMLW | 10/29/24          | 11/04/24        | M-F 5p-6p<br>Young Sheldon                 | CM    | 5pm- 530pm<br>(5:00 PM-5:30 PM) | MTWTF-- | :30 | 4                 | \$200.00    | P-3 | 0.00          | NM     | 4     | \$800.00   |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:                                      |      | 10/29/24          | 11/04/24        | MTWTF--                                    |       |                                 |         |     | 4                 | \$200.00    |     | 0.00          |        |       |            |
| N 5  | WMLW | 10/29/24          | 11/04/24        | M-F 5p-6p<br>Young Sheldon                 | CM    | 530pm- 6pm<br>(5:30 PM-6:00 PM) | MTWTF-- | :30 | 4                 | \$200.00    | P-3 | 0.00          | NM     | 4     | \$800.00   |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:                                      |      | 10/29/24          | 11/04/24        | MTWTF--                                    |       |                                 |         |     | 4                 | \$200.00    |     | 0.00          |        |       |            |
| N 6  | WMLW | 11/02/24          | 11/02/24        | CBS 58 Wknd News 5p-6p<br>Sat News         | CM    | Sat 5p-530p                     | -----1- | :30 | 1                 | \$200.00    | P-3 | 0.00          | NM     | 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:                                      |      | 10/28/24          | 11/03/24        | -----1-                                    |       |                                 |         |     | 1                 | \$200.00    |     | 0.00          |        |       |            |
| N 7  | WMLW | 10/29/24          | 11/04/24        | M-F 6p-630p<br>Big Bang Theory             | CM    | 6p-630p                         | MTWTF-- | :30 | 4                 | \$500.00    | P-3 | 0.00          | NM     | 4     | \$2,000.00 |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:                                      |      | 10/29/24          | 11/04/24        | MTWTF--                                    |       |                                 |         |     | 4                 | \$500.00    |     | 0.00          |        |       |            |
| N 8  | WMLW | 10/29/24          | 11/04/24        | M-F 630p-7p<br>Big Bang Theory             | CM    | 630p-7p                         | MTWTF-- | :30 | 4                 | \$500.00    | P-3 | 0.00          | NM     | 4     | \$2,000.00 |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:                                      |      | 10/29/24          | 11/04/24        | MTWTF--                                    |       |                                 |         |     | 4                 | \$500.00    |     | 0.00          |        |       |            |
| N 9  | WMLW | 10/29/24          | 11/04/24        | M-F 9pm News<br>M-F 9pm News - 1hr         | CM    | 9p-930P<br>(9:00 PM-9:30 PM)    | MTWTF-- | :30 | 5                 | \$400.00    | P-3 | 0.00          | NM     | 5     | \$2,000.00 |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:                                      |      | 10/29/24          | 11/04/24        | MTWTF--                                    |       |                                 |         |     | 5                 | \$400.00    |     | 0.00          |        |       |            |
| N 10                                       | WMLW | 11/02/24          | 11/02/24        | Sat-Sun 9pm News<br>Sat-Sun 9pm News - 1hr | CM    | 9p-930P<br>(9:00 PM-9:30 PM)    | -----1- | :30 | 1                 | \$300.00    | P-3 | 0.00          | NM     | 1     | \$300.00   |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:                                      |      | 10/28/24          | 11/03/24        | -----1-                                    |       |                                 |         |     | 1                 | \$300.00    |     | 0.00          |        |       |            |
| N 11                                       | WMLW | 11/02/24          | 11/02/24        | Sat-Sun 9pm News<br>Sat-Sun 9pm News - 1hr | CM    | 930p-10P<br>(9:30 PM-10:00 PM)  | -----1- | :30 | 1                 | \$300.00    | P-3 | 0.00          | NM     | 1     | \$300.00   |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:                                      |      | 10/28/24          | 11/03/24        | -----1-                                    |       |                                 |         |     | 1                 | \$300.00    |     | 0.00          |        |       |            |
| N 12                                       | WMLW | 11/03/24          | 11/03/24        | Sat-Sun 9pm News<br>Sat-Sun 9pm News - 1hr | CM    | 930p-10P<br>(9:30 PM-10:00 PM)  | -----1  | :30 | 1                 | \$300.00    | P-3 | 0.00          | NM     | 1     | \$300.00   |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:                                      |      | 10/28/24          | 11/03/24        | -----1                                     |       |                                 |         |     | 1                 | \$300.00    |     | 0.00          |        |       |            |
| N 13                                       | WMLW | 11/03/24          | 11/03/24        | Sun 7p-8p<br>The Good Doctor               | CM    | 7p-8p                           | -----1  | :30 | 1                 | \$150.00    | P-3 | 0.00          | NM     | 1     | \$150.00   |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week:                                      |      | 10/28/24          | 11/03/24        | -----1                                     |       |                                 |         |     | 1                 | \$150.00    |     | 0.00          |        |       |            |
|  |      |                   |                 |  |       |                                 |         |     |                   |             |     |               | Totals | 35    | \$9,660.00 |