

ORDER



Orders
Order / Rev: 4434909
Alt Order #: 28391385
Product Desc: TV SKED A
Estimate: 13091
Flight Dates: 10/01/24 - 10/07/24
Original Date / Rev: 04/11/24 / 04/11/24
Order Type: REG

Syracuse WSYR
Primary AE: Katz Political
Sales Office: K-POL
Sales Region: Nat

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

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

Advertiser Name: POL/House Majority PAC
Demographic: HH
Product Codes: PL6
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS
Priority: P5

Order Brand:
New Business End:
Advertiser External ID:
Agency External ID: IN14921
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/30/24	10/27/24	46	\$71,550.00	\$60,817.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	46	\$71,550.00	\$60,817.50	0.00
Totals	46	\$71,550.00	\$60,817.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Political			Start Of Order - End Of Order	100%

Order Share

	Share	Total
Syracuse WSYR	44%	\$71,550.00
Market	100%	\$162,613.64

Competitive Share

	Share	Total
CABLE	0%	\$0.00
ESYR	0%	\$0.00
UNKWN	56%	\$91,063.64
WCNY	0%	\$0.00
WIXT	0%	\$0.00
WNYS	0%	\$0.00
WSPX	0%	\$0.00
WSTM	0%	\$0.00
WSYT	0%	\$0.00
WTVH	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSYR	10/01/24	10/07/24	News M-F 6-7a	CM	6a-7a	MTWTF--	:30	3	\$2,500.00	P1	0.00	NM	3	\$7,500.00
The Morning News @ 6A News M-F 6-7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/24	10/07/24	MTWTF--	3		\$2,500.00	0.00							

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WSYR	10/01/24	10/07/24	GMA M-F 7-9am GMA	CM	7a-9a	MTWTF--	:30	5	\$2,500.00	P1	0.00	NM	5	\$12,500.00
		Good Morning America													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/24	10/07/24	MTWTF--		5		\$2,500.00		0.00					
N 3	WSYR	10/06/24	10/06/24	GMA Su GMA Su	CM	8a-9a	-----S	:30	1	\$1,700.00	P1	0.00	NM	1	\$1,700.00
		Good Morning America Sunday													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/30/24	10/06/24	-----S		1		\$1,700.00		0.00					
N 4	WSYR	10/01/24	10/07/24	M-F 10-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	5	\$200.00	P1	0.00	NM	5	\$1,000.00
		Bridge Street													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/24	10/07/24	MTWTF--		5		\$200.00		0.00					
N 5	WSYR	10/01/24	10/07/24	The View 11:00 AM-12:00 PM	CM	11:00 AM-12:00 PM (11:00 AM-12:00 PM)	PIMTWTF--	:30	3	\$2,000.00	P1	0.00	NM	3	\$6,000.00
		The View													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/24	10/07/24	MTWTF--		3		\$2,000.00		0.00					
N 6	WSYR	10/01/24	10/07/24	M-F 3-4p 3:30 PM-4:00 PM	CM	3:30 PM-4:00 PM (3:30 PM-4:00 PM)	MTWTF--	:30	5	\$350.00	P1	0.00	NM	5	\$1,750.00
		Entertainment Tonight													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/24	10/07/24	MTWTF--		5		\$350.00		0.00					
N 7	WSYR	10/01/24	10/07/24	M-F 430-5p M-F 430p-5p	CM	430p-5p	MTWTF--	:30	4	\$1,800.00	P1	0.00	NM	4	\$7,200.00
		Inside Edition													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/24	10/07/24	MTWTF--		4		\$1,800.00		0.00					
N 8	WSYR	10/01/24	10/07/24	M-F 4-430p First @ Four M-F 4-430p First @ Four	CM	M-F 4p-430p	MTWTF--	:30	4	\$1,800.00	P1	0.00	NM	4	\$7,200.00
		Newschannel 9 @ 4P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/24	10/07/24	MTWTF--		4		\$1,800.00		0.00					
N 9	WSYR	10/01/24	10/07/24	M-F 5-530p NC9 News @ 5 M-F 5-530p NC9 News at 5p	CM	5p-530p	MTWTF--	:30	4	\$3,500.00	P1	0.00	NM	4	\$14,000.00
		Newschannel 9 @ 5													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/24	10/07/24	MTWTF--		4		\$3,500.00		0.00					
N 10	WSYR	10/01/24	10/07/24	M-F 7-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	3	\$1,100.00	P1	0.00	NM	3	\$3,300.00
		Entertainment Tonight													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/24	10/07/24	MTWTF--		3		\$1,100.00		0.00					
N 11	WSYR	10/01/24	10/07/24	LN M-F LN M-F 11-1135p NC9 News	CM	LN M-F 11-1135p	MTWTF--	:30	3	\$1,400.00	P1	0.00	NM	3	\$4,200.00
		Newschannel 9 @ 11													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/24	10/07/24	MTWTF--		3		\$1,400.00		0.00					
N 12	WSYR	10/05/24	10/05/24	LN Sa-Su Sa-Su 11pm News Rotator	CM	Sa-Su 11pm News	-----S-	:30	1	\$1,300.00	P1	0.00	NM	1	\$1,300.00
		Newschannel 9 @ 11													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/30/24	10/06/24	-----S-		1		\$1,300.00		0.00					
N 13	WSYR	10/01/24	10/07/24	Jimmy Kimmel Jimmy Kimmel	CM	Jimmy Kimmel	MTWTF--	:30	3	\$300.00	P1	0.00	NM	3	\$900.00
		Jimmy Kimmel Live-ABC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/24	10/07/24	MTWTF--		3		\$300.00		0.00					
N 14	WSYR	10/02/24	10/02/24		CM	Wed 9p-10p	--W----	:30	1	\$1,400.00	P1	0.00	NM	1	\$1,400.00

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Syracuse WSYR

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				Wed Prime Hour 2											
				Wed 9p-10p											
				Abbott Elementary/Celebrity Family Feud-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/30/24	10/06/24	--W----			1			\$1,400.00			0.00		
N 15	WSYR	10/04/24	10/04/24	Fri Prime Other 2	CM	Fri 9p-11p	----F--	:30	1	\$1,600.00	P1	0.00	NM	1	\$1,600.00
				Fri 9p-11p											
				20/20 (2 hours)-ABC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/30/24	10/06/24	----F--			1			\$1,600.00			0.00		
													Totals	46	\$71,550.00

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Authorized Media Buyer, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED		
Station time requested by: House Majority PAC		
Agency name: Waterfront Strategies		
Address: 3050 K St, NW, Suite 100, Washington, D.C. 20007		
Contact: Laura Bassett	Phone number: 202-338-8700	Email: laura.bassett@gmmb.com
Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):		
Name: House Majority PAC		
Address: 1032 15th St NW, Suite 247, Washington, DC 20005		
Contact: Brian Wolff	Phone number: (202)853-9089	Email: bwolff@thehousemajoritypac.com
Station is authorized to announce the time as paid for by such person or entity.		
List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):		
Mike Smith - president Brian Wolff - Treasurer		
By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).		
If ad refers to a federal candidate(s) or federal election, list ALL of the following:		<input type="checkbox"/> N/A
Name(s) of every candidate referred to: Various/TBD		
Office(s) sought by such candidate(s) (no acronyms or abbreviations): Congress		
Date of election: 11/5/2024		
Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:		<input type="checkbox"/> N/A
TBD		

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor House Majority PAC	Station Representative
Signature: <i>Laura Bassett</i>	Signature: <i>Don Richman</i>
Name: Laura Bassett	Name: Don Richman
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time: 4/11/24

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? Yes No Date ad received: _____

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- Accepted
- Accepted IN PART (e.g., ad not received to determine content)*
- Rejected – provide reason: _____

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any: _____

Contract #: <i>4434909</i>	Station Call Letters: <i>WSYR</i>	Date Received/Requested: <i>4/11/24</i>
Est. #: <i>13091</i>	Station Location: <i>Syracuse</i>	Run Start and End Dates: <i>10/1 - 10/7/24</i>

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.