

ORDER



Orders
Order / Rev: 4434926
Alt Order #: 28391391
Product Desc: TV SKED B
Estimate: 13104
Flight Dates: 10/15/24 - 10/21/24
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: A18+
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	115	\$177,450.00	\$150,832.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	115	\$177,450.00	\$150,832.50	0.00
Totals	115	\$177,450.00	\$150,832.50	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%	\$177,450.00
Market	100%	\$403,295.45

Competitive Share

	Share	Total
CABLE	0%	\$0.00
ESYR	0%	\$0.00
UNKWN	56%	\$225,845.45
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	10/15/24	10/21/24	Morning News on NC9	@M	The Morning News	MTWTF--	:30	5	\$250.00	P1	0.00	NM	5	\$1,250.00
The Morning News @ 430A Start Date: 10/15/24 End Date: 10/21/24 Weekdays: MTWTF-- Spots/Week: 5 Rate: \$250.00 Rating: 0.00															

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Syracuse WSYR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WSYR	10/15/24	10/21/24	News M-F 5-530a News M-F 5-530a	CM	5a-530am	MTWTF--	:30	5	\$1,300.00	P1	0.00	NM	5	\$6,500.00
The Morning News @ 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/24	10/21/24	MTWTF--			5		\$1,300.00		0.00				
N 3	WSYR	10/15/24	10/21/24	News M-F 530-6a News M-F 530-6a	CM	530-6a	MTWTF--	:30	5	\$1,500.00	P1	0.00	NM	5	\$7,500.00
The Morning News @ 530A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/24	10/21/24	MTWTF--			5		\$1,500.00		0.00				
N 4	WSYR	10/15/24	10/21/24	News M-F 6-7a News M-F 6-7a	CM	6a-7a	MTWTF--	:30	5	\$2,500.00	P1	0.00	NM	5	\$12,500.00
The Morning News @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/24	10/21/24	MTWTF--			5		\$2,500.00		0.00				
N 5	WSYR	10/15/24	10/21/24	GMA M-F 7-9am GMA	CM	7a-9a	MTWTF--	:30	10	\$2,500.00	P1	0.00	NM	10	\$25,000.00
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:		10/15/24	10/21/24	MTWTF--			10		\$2,500.00		0.00				
N 6	WSYR	10/19/24	10/19/24	Sa 5a-530a Sa 5a-530a	CM	Sa 5a-530a	-----S-	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
Empire State Weekly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/14/24	10/20/24	-----S-			1		\$100.00		0.00				
N 7	WSYR	10/19/24	10/19/24	Sa 7a-8a NC9 Weekend Sa 7a-8a NC9 Weekend News	GM	Sa 7a-8a NC9 We	-----S-	:30	1	\$1,400.00	P1	0.00	NM	1	\$1,400.00
NewsChannel 9 The Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/14/24	10/20/24	-----S-			1		\$1,400.00		0.00				
N 8	WSYR	10/20/24	10/20/24	Su 7a-8a NC9 Weekend Su 7a-8a NC9 Weekend News	GM	Su 7a-8a NC9 We	-----S	:30	1	\$1,400.00	P1	0.00	NM	1	\$1,400.00
Newschannel 9 News At 7A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/14/24	10/20/24	-----S			1		\$1,400.00		0.00				
N 9	WSYR	10/20/24	10/20/24	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:		10/14/24	10/20/24	-----S			1		\$1,700.00		0.00				
N 10	WSYR	10/15/24	10/21/24	M-F 9-10 M-F 9a-10a	CM	9a-10a	MTWTF--	:30	5	\$300.00	P1	0.00	NM	5	\$1,500.00
People Puzzler															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/24	10/21/24	MTWTF--			5		\$300.00		0.00				
N 11	WSYR	10/15/24	10/21/24	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:		10/15/24	10/21/24	MTWTF--			5		\$200.00		0.00				
N 12	WSYR	10/15/24	10/21/24	M-F NC9 News @ Noon M-F 12-1231p NC9 News @ N	CM	M-F 12p-1231p	MTWTF--	:30	5	\$2,000.00	P1	0.00	NM	5	\$10,000.00
Newschannel 9 At Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/24	10/21/24	MTWTF--			5		\$2,000.00		0.00				
N 13	WSYR	10/15/24	10/21/24	M-F 1230-1p M-F 1231p-1p	CM	1231p-1p	MTWT---	:30	4	\$500.00	P1	0.00	NM	4	\$2,000.00
Funny You Should Ask															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/24	10/21/24	MTWT---			4		\$500.00		0.00				
N 14	WSYR	10/15/24	10/21/24		CM	3:00 PM-3:30 PM	MTWTF--	:30	5	\$350.00	P1	0.00	NM	5	\$1,750.00

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Syracuse WSYR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p											
				3:00 PM-3:30 PM		(3:00 PM-3:30 PM)									
				Funny You Should Ask											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--		5			\$350.00			0.00			
N 15	WSYR	10/15/24	10/21/24	M-F 3-4p	CM	3:30 PM-4:00 PM	MTWTF--	:30	5	\$350.00	P1	0.00	NM	5	\$1,750.00
				3:30 PM-4:00 PM		(3:30 PM-4:00 PM)									
				Entertainment Tonight											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--		5			\$350.00			0.00			
N 16	WSYR	10/18/24	10/18/24	M-F 1230-1p	CM	1231p-1p	----F--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				M-F 1231p-1p											
				Newsmakers with Dan Cumming											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/14/24	10/20/24	----F--		1			\$500.00			0.00			
N 17	WSYR	10/15/24	10/21/24	M-F 430-5p	CM	430p-5p	MTWTF--	:30	2	\$1,800.00	P1	0.00	NM	2	\$3,600.00
				M-F 430p-5p											
				Inside Edition											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--		2			\$1,800.00			0.00			
N 18	WSYR	10/15/24	10/21/24	M-F 4-430p First @ Fou	CM	M-F 4p-430p	MTWTF--	:30	5	\$1,800.00	P1	0.00	NM	5	\$9,000.00
				M-F 4-430p First @ Four											
				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:		10/15/24	10/21/24	MTWTF--		5			\$1,800.00			0.00			
N 19	WSYR	10/15/24	10/21/24	M-F 5-530p NC9 News @M		5p-530p	MTWTF--	:30	5	\$3,500.00	P1	0.00	NM	5	\$17,500.00
				M-F 5-530p NC9 News at 5p											
				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:		10/15/24	10/21/24	MTWTF--		5			\$3,500.00			0.00			
N 20	WSYR	10/15/24	10/21/24	M-F 530-6p NC9 News @M		530p-6p	MTWTF--	:30	5	\$3,700.00	P1	0.00	NM	5	\$18,500.00
				M-F 530p-6p NC9 at 530p											
				Newschannel 9 @ 530P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--		5			\$3,700.00			0.00			
N 21	WSYR	10/15/24	10/21/24	M-F 6-630p News	CM	6p-630p	MTWTF--	:30	5	\$4,300.00	P1	0.00	NM	5	\$21,500.00
				News M-F 6p											
				Newschannel 9 @ 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--		5			\$4,300.00			0.00			
N 22	WSYR	10/20/24	10/20/24	News Su 6p	CM	6p-630p	-----S	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
				NC9 News Su 6p											
				News Ch 9 Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/14/24	10/20/24	-----S		1			\$1,800.00			0.00			
N 23	WSYR	10/15/24	10/21/24	M-F 7-730p	CM	7p-730p	MTWTF--	:30	5	\$1,100.00	P1	0.00	NM	5	\$5,500.00
				M-F 7p-730p											
				Entertainment Tonight											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/24	10/21/24	MTWTF--		5			\$1,100.00			0.00			
N 24	WSYR	10/15/24	10/21/24	LN M-F	CM	LN M-F 11-1135p	MTWTF--	:30	5	\$1,400.00	P1	0.00	NM	5	\$7,000.00
				LN M-F 11-1135p NC9 News											
				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:		10/15/24	10/21/24	MTWTF--		5			\$1,400.00			0.00			
N 25	WSYR	10/15/24	10/21/24	Jimmy Kimmel	CM	Jimmy Kimmel	MTWTF--	:30	5	\$300.00	P1	0.00	NM	5	\$1,500.00
				Jimmy Kimmel											
				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:		10/15/24	10/21/24	MTWTF--		5			\$300.00			0.00			
N 26	WSYR	10/15/24	10/21/24		CM	Nightline	MTWTF--	:30	5	\$200.00	P1	0.00	NM	5	\$1,000.00

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Advertiser: POL/House Majority PAC
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Syracuse WSYR

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Nightline															
Nightline-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/24	10/21/24	MTWTF--			5		\$200.00		0.00				
N27	WSYR	10/21/24	10/21/24	Mon Prime Other 1 Mon 8p-10p	CM	Mon 8p-10p	M-----	:30	1	\$1,700.00	P1	0.00	NM	1	\$1,700.00
The Bachelor-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/21/24	10/27/24	M-----			1		\$1,700.00		0.00				
N28	WSYR	10/15/24	10/15/24	Tue Prime Other 1 Tue 8p-10p	CM	Tue 8p-10p	-T-----	:30	1	\$1,400.00	P1	0.00	NM	1	\$1,400.00
Dancing With The Stars-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/14/24	10/20/24	-T-----			1		\$1,400.00		0.00				
N29	WSYR	10/16/24	10/16/24	Wed Prime Hour 1 Wed 8p-9p	CM	Wed 8p-9p	--W----	:30	1	\$1,400.00	P1	0.00	NM	1	\$1,400.00
The Conners/Not Dead Yet-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/14/24	10/20/24	--W----			1		\$1,400.00		0.00				
N30	WSYR	10/17/24	10/17/24	Thur Prime Hour 1 Thur 8p-9p	CM	Thur 8p-9p	---T---	:30	1	\$1,600.00	P1	0.00	NM	1	\$1,600.00
9-1-1-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/14/24	10/20/24	---T---			1		\$1,600.00		0.00				
N31	WSYR	10/18/24	10/18/24	Fri Prime Other 2 Fri 9p-11p	CM	Fri 9p-11p	----F--	:30	1	\$1,600.00	P1	0.00	NM	1	\$1,600.00
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:		10/14/24	10/20/24	----F--			1		\$1,600.00		0.00				
N32	WSYR	10/19/24	10/19/24	College FB/Early 12:00 PM-3:30 PM	CM	12:00 PM-3:30 PM (12:00 PM-3:30 PM)	-----S-	:30	1	\$1,400.00	P1	0.00	NM	1	\$1,400.00
ABC College Football Early Game															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/14/24	10/20/24	-----S-			1		\$1,400.00		0.00				
N33	WSYR	10/19/24	10/19/24	College FB/Late 3:30 PM-7:30 PM	CM	3:30 PM-7:30 PM (3:30 PM-7:30 PM)	-----S-	:30	1	\$2,800.00	P1	0.00	NM	1	\$2,800.00
ABC College Football Late Game															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/14/24	10/20/24	-----S-			1		\$2,800.00		0.00				
N34	WSYR	10/19/24	10/19/24	College FB/Prime 7:30 PM-11:00 PM	CM	7:30 PM-11:00 PM (7:30 PM-11:00 PM)	-----S-	:30	1	\$2,800.00	P1	0.00	NM	1	\$2,800.00
ABC Saturday Night College Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/14/24	10/20/24	-----S-			1		\$2,800.00		0.00				

Totals 115 \$177,450.00

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:

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:

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: *Laura Bassett*

Signature: *Don Richman*

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 #: *4434926*

Station Call Letters: *WSYR*

Date Received/Requested: *4/11/24*

Est. #: *13104*

Station Location: *Syracuse*

Run Start and End Dates: *10/15 - 10/21/24*

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.