

ORDER



Orders
Order / Rev: 328717
Alt Order #: WOC12657528
Product Desc: Issue
Estimate: 9104
Flight Dates: 10/27/20 - 11/02/20
Original Date / Rev: 09/04/20 / 10/09/20
Order Type: GENERAL

KYW-TV
Primary AE: Nicole Elie
Sales Office: CTSP
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K St NW Ste 100
 Washington, DC 20007-5161

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

Advertiser Name: FF PAC
Demographic: A25-54
Product Codes: National Issue - Non Candidate
Revenue Code 1: AGENCY
Revenue Code 2: POL
Revenue Code 3: PAC
Priority: ISS

New Business Thru:
Advertiser External ID: 512814
Agency External ID: 103670
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/26/20	11/02/20	91	\$131,900.00	\$112,115.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2020	91	\$131,900.00	\$112,115.00	0.00
Totals	91	\$131,900.00	\$112,115.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nicole Elie	CTSP	National	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	KYW	10/27/20	11/02/20	M-F Local News 4a-430a M-F4a Eyewitness News	CM	4a-430a	MTWTF--	:30	5	\$250.00	ISS	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/20	11/02/20	MTWTF--		5				\$250.00		0.00			
N 2	KYW	10/27/20	11/02/20	M-F Local News 430a-5a Eyewitness News 430a	CM	428a-5a	MTWTF--	:30	5	\$350.00	ISS	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/20	11/02/20	MTWTF--		5				\$350.00		0.00			
N 3	KYW	10/27/20	11/02/20	M-F Local News 5a-6a Eyewitness News @ 5a	CM	458a-6a	MTWTF--	:30	5	\$600.00	ISS	0.00	NM	5	\$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: 10/27/20	11/02/20	MTWTF--		5				\$600.00		0.00			
N 4	KYW	10/27/20	11/02/20	M-F Local News 6a-7a Eyewitness News @ 6a	CM	557a-7a	MTWTF--	:30	5	\$750.00	ISS	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/20	11/02/20	MTWTF--		5				\$750.00		0.00			
N 5	KYW	10/27/20	11/02/20	CBS This Morning CBS This Morning	CM	658a-9a	MTWTF--	:30	5	\$900.00	ISS	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/20	11/02/20	MTWTF--		5				\$900.00		0.00			
N 6	KYW	10/27/20	10/31/20		CM	458a-6a	-----S-	:30	1	\$400.00	ISS	0.00	NM	1	\$400.00

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KYW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat Local News 5a-6a															
Eyewitness News Sa @ 5a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	-----S-		1				\$400.00		0.00			
N 7	KYW	10/27/20	10/31/20	Sa Local News 6a-7a	CM	558a-7a	-----S-	:30	1	\$750.00	ISS	0.00	NM	1	\$750.00
Eyewitness News Sa @ 6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	-----S-		1				\$750.00		0.00			
N 8	KYW	10/27/20	11/02/20	Let's Make a Deal	CM	958a-11a	MTWTF--	:30	5	\$850.00	ISS	0.00	NM	5	\$4,250.00
Let's Make a Deal															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5				\$850.00		0.00			
N 9	KYW	10/27/20	11/02/20	Price is Right	CM	1058a-12n	MTWTF--	:30	5	\$1,500.00	ISS	0.00	NM	5	\$7,500.00
Price is Right															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5				\$1,500.00		0.00			
N 10	KYW	10/27/20	11/02/20	Local Midday News	CM	1158a-1230p	MTWTF--	:30	5	\$1,250.00	ISS	0.00	NM	5	\$6,250.00
Eyewitness News 12n															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5				\$1,250.00		0.00			
N 11	KYW	10/27/20	11/02/20	The Young & The Restless	CM	1227p-130p	MTWTF--	:30	5	\$1,500.00	ISS	0.00	NM	5	\$7,500.00
The Young & The Restless															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5				\$1,500.00		0.00			
N 12	KYW	10/27/20	11/02/20	The Bold & The Beautiful	CM	128p-2p	MTWTF--	:30	2	\$1,750.00	ISS	0.00	NM	2	\$3,500.00
The Bold & The Beautiful															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		2				\$1,750.00		0.00			
N 13	KYW	10/27/20	11/02/20	The Talk	CM	158p-3p	MTWTF--	:30	5	\$750.00	ISS	0.00	NM	5	\$3,750.00
The Talk															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5				\$750.00		0.00			
N 14	KYW	10/27/20	11/02/20	M-F 3p-4p	CM	258p-4p	MTWTF--	:30	5	\$900.00	ISS	0.00	NM	5	\$4,500.00
M-F 3p-4p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5				\$900.00		0.00			
N 15	KYW	10/27/20	11/02/20	M-F Local News 4p-5p	CM	358p-5	MTWTF--	:30	5	\$800.00	ISS	0.00	NM	5	\$4,000.00
Eyewitness News @ 4p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5				\$800.00		0.00			
N 16	KYW	10/27/20	11/02/20	M-F Early News 5p-6p	CM	458p-6p	MTWTF--	:30	5	\$1,250.00	ISS	0.00	NM	5	\$6,250.00
Eyewitness News @ 5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5				\$1,250.00		0.00			
N 17	KYW	10/27/20	11/02/20	Prime Access M-F 1a	CM	658p-730p	MTWTF--	:30	3	\$1,500.00	ISS	0.00	NM	3	\$4,500.00
Prime Access M-F 1a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		3				\$1,500.00		0.00			
N 18	KYW	10/27/20	11/02/20	Prime Access M-F 1b	CM	727p-8p	MTWTF--	:30	3	\$1,500.00	ISS	0.00	NM	3	\$4,500.00
Prime Access M-F 1b															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		3				\$1,500.00		0.00			
N 19	KYW	10/27/20	11/02/20	The Late Show	CM	1135p-1237x	MTWTF--	:30	5	\$1,400.00	ISS	0.00	NM	5	\$7,000.00
The Late Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5				\$1,400.00		0.00			
N 20	KYW	10/27/20	11/02/20	The Late Late Show	CM	1237a-138a	MTWTF--	:30	5	\$600.00	ISS	0.00	NM	5	\$3,000.00
The Late Late Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	MTWTF--		5				\$600.00		0.00			

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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:		10/27/20	11/02/20	MTWTF--		5				\$600.00		0.00			
N21	KYW	10/27/20	11/02/20	NFL CBS Game 1p ET NFL CBS Game 1	CM	1p-430p	-----S	:30	1	\$20,000.00	ISS	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	-----S		1				\$20,000.00		0.00			
N22	KYW	10/27/20	11/02/20	Wednesday Prime Hr 1 Wednesday Prime Hr 1	CM	758p-9p	--W----	:30	1	\$15,000.00	ISS	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	--W----		1				\$15,000.00		0.00			
N23	KYW	10/27/20	11/02/20	Friday Prime Hr 2 Friday Prime Hr 2	CM	858p-10p	----F--	:30	1	\$10,000.00	ISS	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/20	11/02/20	----F--		1				\$10,000.00		0.00			
N24	KYW	10/27/20	11/02/20	Late News Rotator M-Su Late News Rotator M-Su	CM	11p-1135p	MTWTFSS	:30	1	\$3,000.00	ISS	0.00	NM	1	\$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:		10/27/20	11/02/20	MTWTFSS		1				\$3,000.00		0.00			
N25	KYW	10/27/20	11/02/20	M-F Local News 6a-7a Eyewitness News @ 6a	CM	557a-7a	MTWTF--	:30	2	\$1,000.00	ISS	0.00	NM	2	\$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:		10/27/20	11/02/20	MTWTF--		2				\$1,000.00		0.00			
													Totals	91	\$131,900.00