

ORDER



WMLW-TV

Orders
Order / Rev: 458004
Alt Order #: 10780433
Product Desc: FF USA ACTION
Estimate: 13280
Flight Dates: 10/22/24 - 10/28/24
Original Date / Rev: 05/16/24 / 05/16/24
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/Future Forward USA Action
Demographic: A35+
Product Codes: PL Issue
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-2

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/30/24	10/27/24	21	\$2,480.00	\$2,108.00
10/28/24	10/28/24	5	\$730.00	\$620.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	21	\$2,480.00	\$2,108.00	0.00
November 2024	5	\$730.00	\$620.50	0.00
Totals	26	\$3,210.00	\$2,728.50	0.00

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%	\$3,210.00
Market	100%	\$321,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WDJT	22%	\$70,620.00
WISN	28%	\$89,880.00
WITI	34%	\$109,140.00
WPXE	0%	\$0.00
WTMJ	15%	\$48,150.00
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	10/22/24	10/28/24	9am-10am	CM	9a-10a	MTWTF--	:30	3	\$60.00	P-2	0.00	NM	3	\$180.00
Equal Justice/The Verdict															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/24	10/28/24	MTWTF--			3		\$60.00		0.00				

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WMLW-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WMLW	10/22/24	10/28/24	10am-11am Couples Court/Couples Court	CM	10a-11a	MTWTF--	:30	3	\$60.00	P-2	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/24	10/28/24	MTWTF--		3				\$60.00		0.00			
N 3	WMLW	10/22/24	10/28/24	11am-12pm We the People/We the People	CM	11a-12p	MTWTF--	:30	3	\$60.00	P-2	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/24	10/28/24	MTWTF--		3				\$60.00		0.00			
N 4	WMLW	10/22/24	10/28/24	12pm-1pm Judge Mathis	CM	12p-1p	MTWTF--	:30	3	\$70.00	P-2	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:	10/22/24	10/28/24	MTWTF--		3				\$70.00		0.00			
N 5	WMLW	10/22/24	10/28/24	1pm-2pm People's Court	CM	1p-2p	MTWTF--	:30	3	\$70.00	P-2	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:	10/22/24	10/28/24	MTWTF--		3				\$70.00		0.00			
N 6	WMLW	10/22/24	10/28/24	2pm-3pm Justice For The People with Jud	CM	2p-3p	MTWTF--	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/24	10/28/24	MTWTF--		3				\$100.00		0.00			
N 7	WMLW	10/22/24	10/28/24	3pm-4pm Mathis Court/Mathis Court	CM	3p-4p	MTWTF--	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/24	10/28/24	MTWTF--		3				\$150.00		0.00			
N 8	WMLW	10/22/24	10/28/24	M-F 7p-8p Dateline / 7p-8p	CM	7p-8p	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/24	10/28/24	MTWTF--		2				\$350.00		0.00			
N 9	WMLW	10/22/24	10/28/24	M-F 8p-9p 48 Hours	CM	8p-9p	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/24	10/28/24	MTWTF--		2				\$350.00		0.00			
N 10	WMLW	10/27/24	10/27/24	Sun 4p-5p Law & Order SVU	CM	Su 4p-5p	-----1	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/27/24	11/02/24	-----1		1				\$100.00		0.00			
Totals													26	\$3,210.00	