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ORDER

Orders	Order / R	ev: 4	58560							U				
Alt Order #: Product Desc:														
		esc: H	HABUSH SINYKIN FOR S											
	Estimate:	1	3313							WMLW-TV				
Flight Dates: Original Date / Re		—	10/01/24 - 11/04/24 06/04/24 / 06/04/24				Primary A	AF:		Nick Welte				
							Sales Offi			HPHIL				
	Order Typ		ENERAL	0-1/2-1			Sales Reg			NAT				
	Older Typ	<u> </u>						gion.						
Agency	Name:	G	reat Americ	an Med	ia									
	Buying Co	ontact: J	esse Demast	trie			Billing Typ	pe:		Cash				
	Billing Co	ntact: A	ndrew Hutso	n			Billing Ca	lendar:		Broadcast				
		3	050 K Street	NW			Billing Cy	cle:		EOM/EOC				
		W	ashington, D	C 2000	7		Agency C	Commis	sion:	15%				
Advertiser	Name:	Р	oli/J Sinykir	n/D/SSN	/WI									
	Demograp		35+				New Busi	iness E	nd:					
	Product C	odes: P	L ST Senate				Advertise	r Exteri	nal ID:					
	Revenue	Code 1: A	GY				Agency E	xternal	ID:					
	Revenue	Code 2: P	OL				Unit Code:			General				
	Revenue	Code 3: C	CAND				Order Separation:			00:30:00				
	Priority:	P	P-3											
Bill Plan						Totals								
Start Date	End Date	# Spots Gro	oss Amount	Net A	mount	Month			# Spots	Gross Am		Net Amount	Rating	
09/30/24	10/27/24	73	\$6,355.0	0	\$5,401.75	Octobe			73		55.00	\$5,401.75	0.00	
10/28/24	11/04/24	20	\$1,695.0	0	\$1,440.75	Totals	ber 2024		20 93		95.00 50.00	\$1,440.75 \$6,842.50	0.00	
Account Exe	ecutives													
Account Exe	cutive	Sales Office	Sales Re	gion	Start Date /	End Date			Order %]				
Nick Welte					Start Of Ord	er - End C)f Order		100%					
Order Share	•	Shar	e	Total	1									
WMLW-TV		1	% \$8	,050.00	1									
Market		100	% \$805	,000.00										
Competitive	Share	Shar	e	Total]									
CABLE			%	\$0.00	-									
WBME			%	\$0.00										
WCGV			%	\$0.00										
WDJT		22		,100.00										
WISN WITI		24		,200.00 ,750.00										
WPXE			% \$201 %	\$0.00										
WTMJ				,900.00										
WVTV			%	\$0.00										
WYTU			%	\$0.00										
Ln Ch	Start End	d Inventor	v Code	Brea	k Start/End	Time	Days	len	Spots	Rate Pri	Rta 1	Гуре Spots	Amount	
	10/06/24 11/0	3/24 Sun 10a-		СМ	Sun 10a-1		1	:30	1	\$20.00 P-3		NM 5	\$100.00	
Sta	art Date End D			ots/Weel	k Rate	Rating	J							
Week: 10/	/06/24 10/12	/24	1		1 \$20.00	0.0	ō							
Week: 10/	/13/24 10/19	/24	1		1 \$20.00	0.0	3					I		

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Order / Rev:	458560	Advertiser:	Poli/J Sinykin/D/SSN/WI	
Alt Order #:	10783734	Product Desc:	HABUSH SINYKIN FOR S	WMLW-TV
Flight Dates:	10/01/24 - 11/04/24	Estimate:	13313	

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Ler	n Spots	Rate Pri	Rtg Type	Spots	Amount
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	/06/24	10/12/24	1	1	\$20.00	0.00						
Week: 10/	/13/24	10/19/24	1	1	\$20.00	0.00						
Week: 10/		10/26/24	1	1	\$20.00	0.00						
Week: 10/		11/02/24	1	1	\$20.00	0.00						
Week: 11/		11/09/24	1	1	\$20.00	0.00						
N 2 WMLW	10/05/2	4 11/02/24	Sat 12n-4pm	CM	2-3p	1-	- :3	30 1	\$25.00 P-3	0.00 NM	3	\$75.00
			Chicago P.D.		(2:00 PM-3:0	0 PM)						
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/11/24	1-	1	\$25.00	0.00						
Week: 10/		10/18/24		0	\$0.00	0.00						
Week: 10/		10/25/24	1-	1	\$25.00	0.00						
Week: 10/		11/01/24	1-	0	\$0.00	0.00						
Week: 11/		11/08/24		1	\$25.00	0.00			* 05 00 D 0	0.00.104		* =0.00
N 3 WMLW	10/12/2	4 10/26/24	Sat 12n-4pm	CM	3-4p	1-	- :3	30 1	\$25.00 P-3	0.00 NM	2	\$50.00
-	_		Chicago P.D.		(3:00 PM-4:0							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/18/24	1-	1	\$25.00	0.00						
Week: 10/		10/25/24		0	\$0.00	0.00						
Week: 10/		11/01/24	1-	1	\$25.00	0.00			<u> </u>			^
N 4 WMLW	10/05/2	4 11/02/24		CM	Sat 4p-5p	1-	- :3	30 1	\$25.00 P-3	0.00 NM	3	\$75.00
			Chicago P.D.									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/11/24	1-	1	\$25.00	0.00						
Week: 10/		10/18/24		0	\$0.00	0.00						
Week: 10/		10/25/24	1-	1	\$25.00	0.00						
Week: 10/		11/01/24	1-	0	\$0.00 \$25.00	0.00 0.00						
Week: 11/		11/08/24			-		1 0	20 4	* 05 00 D 0	0.00 104	0	*-0 0 0
N 5 WMLW	10/13/2	4 10/27/24	Sun 11a-12p	CM	Sun 11a-12p)	1 :3	30 1	\$25.00 P-3	0.00 NM	2	\$50.00
-			9-1-1									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/19/24	1	1	\$25.00	0.00						
Week: 10/		10/26/24	1	0	\$0.00	0.00						
Week: 10/		11/02/24	1	1	\$25.00	0.00	1 0		* 05 00 D 0	0.00.104		*-- • • •
N 6 WMLW	10/06/2	4 11/03/24	Sun 12p-1p	CM	Sun 12p-1p		1 :3	30 1	\$25.00 P-3	0.00 NM	3	\$75.00
-	_		Law & Order SVI		_							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/12/24	1	1	\$25.00	0.00						
Week: 10/		10/19/24		0	\$0.00	0.00						
Week: 10/ Week: 10/		10/26/24 11/02/24	1	1	\$25.00	0.00 0.00						
Week: 10/ Week: 11/		11/02/24	1	0	\$0.00 \$25.00	0.00						
N 7 WMLW							1 .2	20 1	¢25.00.D.2	0.00 NM	2	¢50.00
	10/13/2	4 10/27/24	Law & Order SVI	CM	Sun 1p-2p		1 3	30 1	\$25.00 P-3	U.UU INIVI	2	\$50.00
0	wet D = 1 -				Dete	Detine						
	art Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating						
Week: 10/		10/19/24	1	1	\$25.00	0.00						
Week: 10/ Week: 10/		10/26/24 11/02/24	1	0	\$0.00 \$25.00	0.00 0.00						
				<u>_</u>			1 .2	20 1	¢25 00 D 2	0.00 NM	3	¢75.00
N 8 WMLW	10/06/2	4 11/03/24	Sun 2p-3p	CM	Sun 2p-3p		1 .3	30 1	\$25.00 P-3	0.00 1000	3	\$75.00
01-	Data	E. J. D. (Law & Order SVI		Data	Detter						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/12/24	1	1	\$25.00	0.00						
Week: 10/ Week: 10/		10/19/24 10/26/24	1	0	\$0.00 \$25.00	0.00 0.00						
Week: 10/		11/02/24	1	0	\$25.00 \$0.00	0.00						
Week: 11/		11/09/24	1	1	\$25.00	0.00						
N 9 WMLW			Sun 3p-4p	CM	Sun 3p-4p		1 .3	30 1	\$25.00 P-3	0.00 NM	2	\$50.00
	10,10/2		Law & Order SVI						¢20.001 0	0.00 140	<i>L</i>	Ψ00.00
Ct-	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/19/24	1	<u>- 30015/Week</u>	<u>Rate</u> \$25.00	0.00						
Week: 10/		10/19/24	1	0	\$25.00 \$0.00	0.00						
Week: 10/		11/02/24	1	1	\$25.00	0.00						
		= .		· · ·							•	

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Order / Rev:	458560	Advertiser:	Poli/J Sinykin/D/SSN/WI	
Alt Order #:	10783734	Product Desc:	HABUSH SINYKIN FOR S	WMLW-TV
Flight Dates:	10/01/24 - 11/04/24	Estimate:	13313	

N 10 WMLW 100024 Sun 4p-5p Law X 0 drdr SVU CM SU 4p-5p X 0 drdr	Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
Start Date Find Date Weekings Spons/Weik Rating Weeking 1013241 101924 1 0 \$50.00 0.00 Weeking 1013241 1019244 1 0 \$50.00 0.00 Weeking 1013241 1019244 1 0 \$50.00 0.00 Weeking 1013241 1109244 1 0 \$50.00 0.00 Weeking 1010424 1109244 1109244 1109244 \$50.00 0.00 Weeking 101424 101424 MITTF- 4 \$50.00 0.00 Weeking 101424 MITTF- 4 \$50.00 0.00 1 30 1 \$75.00 P-3 0.00 MM 3 \$525.00 Weeking 101424 MITTF- 4 \$100.00 0.00	N10 WMLW	10/06/2	4 11/03/24			Su 4p-5p	1	:30	1	\$25.00 P-3	0.00 NM	3	\$75.00
Week: 100624 101224 1 1 \$25.00 0.00 Week: 102024 101224 1 1 \$25.00 0.00 Week: 102024 102024 102024 102024 102024 102024 Week: 102024 102024 102024 102024 102024 102024 Week: 102024 102024 Merson 1m \$25.00 0.00 1 Stat Data End Data Merson 1m 1 \$25.00 0.00 1 Week: 10724 100724 MINIT:- 4 \$100.00 0.00 1 1 \$75.00 P3 0.00 NM Week: 107224 101224 MINIT:- 4 \$100.00 0.00 1 \$100.00 NM 3 \$225.00 Miles: 101224 101124 MINIT:- 4 \$100.00 0.00 1 \$75.00 P3 0.00 NM \$2 \$150.00 Week: 101224 101124 1 1 \$75.00 0.00 1 \$150.00 P3 0.00 NM <td>Sta</td> <td>urt Data</td> <td>End Date</td> <td></td> <td></td> <td>Pate</td> <td>Pating</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>	Sta	urt Data	End Date			Pate	Pating						
Week: 100/3224 100/19/24 0 \$30.00 0.00 Week: 100/2724 110/32/4 110/32/4 0 \$30.00 0.00 NH1 WMW 100/17/2 110/32/4 0 \$30.00 0.00 NH1 WMW 100/17/2 110/32/4 0 \$30.00 0.00 Week: 100/27/2 100/27/4 100/27/4 100/72/4 NTWT- 4 \$100.00 0.00 Week: 100/62/4 100/72/4 MWT- 4 \$100.00 0.00 1 30 1 \$75.00 P.3 0.00 NM 3 \$22.00.00 Week: 100/62/4 100/12/4 MWT- 4 \$100.00 0.00 1 30 1 \$75.00 P.3 0.00 NM 3 \$22.50.00 Week: 100/62/4 101/12/4 MWT- 4 \$100.00 0.00													
Week: 102024 1020244				-	-								
Week: 102724 1130224 1 0 50.00 0.00 N11 WMW 1001724 1104224 MF 9 pn News CM 9p-10P MIWF :30 4 \$100.00 P-3 0.00 NM 20 \$2,000.00 M1W WW 1001724 100724 MWF Spots/Week Rate Rating 0.00 0.				1									
N11 WMLW 1001/24 11/04/24 MF 5pn News CM 9p-10P MTWTF- :30 4 \$100.00 P-3 0.00 NM Parameter Start Date End Date Week 1002/24 1007/24 WTWTF- 4 \$100.00 -<					0								
M+ Fign Naws - Itr Week 100124 1007724 MVIT- MVIT- 4 \$100.00 0.00 Week 100124 1007724 MVIT- MVIT- 4 \$100.00 0.00 Week 1001524 100724 MVIT 4 \$100.00 0.00 Week 100224 100242 MVIT 4 \$100.00 0.00 Week 102924 1010424 MVIT 4 \$100.00 0.00 Week 102924 1010424 MVIT 4 \$100.00 0.00 Week 100524 100724 MVIT 0 \$0.00 0.00 Week 100524 1001724 107724 \$0.00 MW 3 \$225.00 Start Date End Date ******* 0 \$0.00 0.00 ****** Week 100524 100124 ******** 0 \$50.00 0.00 ************************************	Week: 11/	/03/24	11/09/24	1	1	\$25.00	0.00						
Start Date End Date Work: 10074-21 WITTE 4 \$100.00 0.00 West: 1007624 1074-24 MWTT 4 \$100.00 0.00 West: 1002624 1074-24 MWTT 4 \$100.00 0.00 West: 100224 1028-24 MWTT 4 \$100.00 0.00 West: 100224 110424 MWTT 4 \$100.00 0.00 M12 WMW 100524 1107424 MWTT 4 \$100.00 0.00 Start Date End Date West: 100724 1017424 Start Date End Date Vest: 100724 1017424 None- 1 \$75.00 0.00 Vest: 100724 1017424 Start Date End Date West: 100724 1075740 0.00 Vest: 1007424 1 \$75.00 0.00 N14 \$150.00 Start Date End Date MWTT 2 \$150.00 0.00	N11 WMLW	10/01/2	4 11/04/24	M-F 9pm News	СМ	9p-10P	МГШГЕ	:30	4	\$100.00 P-3	0.00 NM	20	\$2,000.00
Week: 1007/24 I007/24				M-F 9pm News -	· 1hr								
West: 100524 101/124 MWIF:- 4 \$100.00 0.00 West: 101224 102/24 MWIF:- 4 \$100.00 0.00 N12 WMLW 100524 110/242 MWIF:- 4 \$100.00 0.00 N12 WMLW 100524 110/242 MWIF:- 4 \$100.00 0.00 N12 WMLW 100524 101/24 MWIF:- 4 \$100.00 0.00 Sar-Son gpm News CM 9p-10P 1 :30 1 \$75.00 P-3 0.00 NM Wesk: 101224 101824 1 0 \$50.00 0.00 1 0 \$50.00 0.00 Wesk: 101224 101824 1 1 \$75.00 0.00 1 :0 \$100.00 1 \$150.00 0.00 10 \$1.500.00 N13 WMLW 101/324 100/324 1 1 \$75.00 0.00 1 :0 \$1.00 \$1.500.00 10 \$1.500.00 10 \$1.500.00 <td>Sta</td> <td>rt Date</td> <td>End Date</td> <td>Weekdays</td> <td>Spots/Week</td> <td>Rate</td> <td>Rating</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
West: 10752/4 10212/2 MTWTF- 4 \$100.00 0.00 West: 10222/4 10/22/4 MTWTF- 4 \$100.00 0.00 N12 WMLW 10/02/4 MTWTF- 4 \$100.00 0.00 N12 WMLW 10/02/4 MTWTF- 4 \$100.00 0.00 Sat-Sun gpm News M 9p-10P 1 \$75.00 P-3 0.00 NM Wesk: 10052/4 10/01/24 Wesk/24 10/02/4 0 \$50.00 0.00 Wesk: 10122/4 10/02/24 1 \$75.00 0.00 N13 WMLW 10/02/24 10/02/24 0 \$0.00 0.00 Wesk: 10/02/24 11/02/24 0 \$0.00 0.00 N13 WMLW 10/02/4 0 \$0.00 0.00 N14 WMLW 10/02/4 10/02/4	Week: 10/	/01/24	10/07/24	MTWTF	4	\$100.00	0.00						
Weak: 102224 ID2224 ID2224 <thid224< th=""> <thid224< th=""> ID224</thid224<></thid224<>	Week: 10/	/08/24			4								
Week: 1022924 11/0424 MTTF 4 \$100.00 0.00 N12 WILLW 1006/24 11/0224 Sat-Sun Spm News - 1hr 30 1 \$75.00 P-3 0.00 NM 3 \$225.00 Star Sun Spm News - 1hr Sat-Sun Spm News - 1hr 1 1 375.00 0.00 NU 3 \$225.00 Week: 100224 10/1624 1 0 \$0.00 0.00 NU 3 \$225.00 Week: 10/224 10/1624 1 0 \$0.00 0.00 NU 3 \$25.00 Pu NU 3 \$25.00 Pu NU 3 \$25.00 Pu NU 3 \$25.00 Pu NU 1 \$75.00 Pu-3 0.00 NM 2 \$150.00 NU 2 \$150.00 NU 2 \$150.00 NU 2 \$150.00 NU 1 \$1.50.00 NL 2 \$150.00 NU 10 \$1.50.00 NU 10 \$1.50.00 NU 10 \$1.50.00 NU 10 \$1.50.00 NU													
N12 WMLW 100524 110224 Sal-Sun Spm News - 1hr Str550 0.00 Number News - 1hr Str550 0.00					-								
Sat-Sun öpm Kevs - 1hr Week: 1005/24 10111/24 Weekstor Spots/Week Rate Rating Week: 1005/24 10111/24 1 0 \$500 0.00 Week: 101/92/4 1025/24 1 0 \$500 0.00 Week: 101/92/4 1025/24 1 0 \$500 0.00 Week: 101/92/4 1025/24 1 1 \$75.00 0.00 Week: 101/22/4 1025/24 1 1 \$75.00 0.00 Start Date End Date Weekdays Spots/Week Rating 1 1 \$75.00 0.00 0.00 1 1 \$75.00 Week: 102/22/4 102/24/4 1 1 \$75.00 0.00 0.00 N13 WILW 1001/24 1007/72 MWITF - 2 \$150.00 0.00 10 \$1,500.00 Week: 1002/24 110/42/4 MWITF - 2 \$150.00 0.00 10 \$1,500.00					•	-		00			0.00 NIM		\$005.00
Week: 100524 101124 1 \$ \$75.00 0.00 Week: 10/1924 10/2524	N 12 VVIVILVV	10/05/2	4 11/02/24	•		9p-10P	1-	:30	1	\$75.00 P-3	0.00 NM	3	\$225.00
Week: 1005/24 10/11/24	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/19/24 10/25/24 1 1 \$75.00 0.00 Week: 10/26/24 11/08/24 1 1 \$75.00 0.00 N13 WMLW 10/13/24 10/27/24 Sat-Sun 9pm News CM 9p-10P 1 :30 1 \$75.00 P.3 0.00 NM Sat-Sun 9pm News Fin Sat-Sun 9pm News Fin 1 1 \$75.00 0.00 Week: (10/274 10/26/24 1 1 \$75.00 0.00 1 1 \$75.00 0.00 Week: (10/2724 10/26/24 1 1 \$75.00 0.00 1 1 \$75.00 0.00 N Week: (10/1/24 10/26/24 1 1 \$75.00 0.00 1 1 \$75.00 0.00 N 10 \$1,500.00 N 10 \$1,500.00 N 10 \$1,500.00 N N 10 \$1,500.00 N N 10 \$1,500.00 N N N <td>Week: 10/</td> <td>/05/24</td> <td>10/11/24</td> <td>1-</td> <td>1</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>	Week: 10/	/05/24	10/11/24	1-	1								
Week: 10/02/24 11/01/24 1 1 \$75.00 0.00 N13 WNLW 10/13/24 11/08/24 1 1 \$75.00 0.00 N N13 WNLW 10/13/24 10/13/24 Spots/Week Rate Rating	Week: 10/	12/24			0								
Week: 11/02/24 11/02/24 11/02/24 Stat:Sun 9pm News CM 9p-10P 1 :30 1 \$75.00 0.00 NI Stat:Date End Date Week(days SpotsWeek Rate Rating No No Stat:Date Stat:				1-									
N13 WULU 10/13/24 10/13/24 NUTZ Stat-Sun 9pm News CM 9p-10P 1 :30 1 \$75.00 P-3 0.00 NM 2 \$150.00 N13 WULUW 10/13/24 <					0								
Sat: Sun Spm News - 1hr Start Date Week: 10/13/24 End Date 10/19/24 Weekdays Views: 10/20/24 Spots/Week S75:00 Rate 0 Rating 0 0.00 0.00 N14 WMLW 10/01/24 10/26/24 1 0 \$0.00 0.00 0.00 N14 WMLW 10/01/24 11/04/24 MF 6p-630p CM 6p-630p MTWTF- :30 2 \$150.00 P-3 0.00 NM N14 WMLW 10/01/24 10/07/24 MWRK: 10/01/24 10/07/24 MTWTF- 2 \$150.00 0.00 Week: 10/01/24 10/07/24 MTWTF- 2 \$150.00 0.00					1								•
Week: 10/13/24 10/19/24 1 1 \$75.00 0.00 Week: 10/20/24 10/26/24 1 0 \$0.00 0.00 Week: 10/20/24 10/26/24 1 0 \$0.00 0.00 Week: 10/27/24 11/02/24 1 0 \$0.00 0.00 Week: 10/07/24 MWTF 2 \$150.00 0.00 0.00 Week: 10/07/24 10/07/24 MWTF 2 \$150.00 0.00 Week: 10/07/24 10/07/24 MWTF 2 \$150.00 0.00 Week: 10/07/24 10/21/24 MWTF 2 \$150.00 0.00 Week: 10/07/24 MWTF 2 \$150.00 0.00 0.00 Week: 10/07/24 MWTF 2 \$200.00 0.00 0.00 Week: 10/07/24 MWTF 2 \$200.00 0.00 0.00 Week:	N13 WMLW	10/13/2	4 10/27/24			9p-10P	1	:30	1	\$75.00 P-3	0.00 NM	2	\$150.00
Week: 10/13/24 10/19/24 1 1 \$75.00 0.00 Week: 10/20/24 10/26/24 1 0 \$0.00 0.00 Week: 10/20/24 10/26/24 1 0 \$0.00 0.00 Week: 10/27/24 11/02/24 1 0 \$0.00 0.00 Week: 10/07/24 MWTF 2 \$150.00 0.00 0.00 Week: 10/07/24 10/07/24 MWTF 2 \$150.00 0.00 Week: 10/07/24 10/07/24 MWTF 2 \$150.00 0.00 Week: 10/07/24 10/21/24 MWTF 2 \$150.00 0.00 Week: 10/07/24 MWTF 2 \$150.00 0.00 0.00 Week: 10/07/24 MWTF 2 \$200.00 0.00 0.00 Week: 10/07/24 MWTF 2 \$200.00 0.00 0.00 Week:	Sta	rt Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
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Order / Rev: 458560				Advertiser:	Poli/J Sinykin/D/SSN/WI							
Alt Order #:	Order #: 10783734				Product Desc: HABUSH SINYKIN FOR S			WMLW-TV				
Flight Dates:	10/01/24 - 11/04/24			Estimate:	13313							
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