

ORDER



Orders
Order / Rev: 1279616
Alt Order #: WOC14618659
Product Desc: TV
Estimate: 13103
Flight Dates: 10/08/24 - 10/14/24
Original Date / Rev: 04/10/24 / 04/10/24
Order Type: GENERAL

Primary AE: Christopher Murphy
Sales Office: EWSDC
Sales Region: NAT

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

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

Advertiser Name: House Majority PAC
Demographic: A35+
Product Codes: Non-Ballot Issue
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-1

New Business End:
Advertiser External ID: 215649
Agency External ID: 123989
Unit Code: General
Order Separation: 00:10:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/30/24	10/14/24	58	\$41,025.00	\$34,871.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	58	\$41,025.00	\$34,871.25	0.00
Totals	58	\$41,025.00	\$34,871.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Murphy			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	WMYD	10/08/24	10/14/24	M-F 7-9am News M-F 7-9am News (Program: 7AM ACTION NEWS ON WMYD) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of 7AM Action News on TV20	CM	7:00 AM-9:00 AM	MTWTF--	:30	5	\$900.00	P-1	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: 10/08/24	10/14/24	MTWTF--		5				\$900.00		0.00			
N 2	WMYD	10/08/24	10/14/24	M-F 12-1pm M-F 12-1pm (Program: MAURY POVICH) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Maury 12p	CM	12:00 PM-1:00 PM	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$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: 10/08/24	10/14/24	MTWTF--		5				\$400.00		0.00			
N 3	WMYD	10/08/24	10/14/24	M-F 1-2pm M-F 1-2pm (Program: STEVE WILKOS) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of The Steve Wilkos Show 1p	CM	1:00 PM-2:00 PM	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$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: 10/08/24	10/14/24	MTWTF--		5				\$400.00		0.00			
N 4	WMYD	10/08/24	10/14/24	M-F 2-3pm M-F 2-3pm (Program: MAURY POVICH) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Maury 2p	CM	2:00 PM-3:00 PM	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WMYD	10/08/24	10/14/24	M-F 3-4pm M-F 3-4pm	CM	3:00 PM-4:00 PM	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
(Program: STEVE WILKOS) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of The Steve Wilkos Show 3p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/24	10/14/24	MTWTF--			5			\$400.00			0.00		
N 6	WMYD	10/08/24	10/14/24	M-F 4-5pm M-F 4-5pm	CM	4:00 PM-5:00 PM	MTWTF--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
(Program: KARAMO) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Karamo															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/24	10/14/24	MTWTF--			5			\$500.00			0.00		
N 7	WMYD	10/08/24	10/14/24	M-F 6-7pm M-F 6-7pm	CM	6:00 PM-7:00 PM	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
(Program: PATERNITY COURT) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Paternity Court															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/24	10/14/24	MTWTF--			5			\$450.00			0.00		
N 8	WMYD	10/08/24	10/14/24	M-F 7-8pm M-F 7-8pm	CM	7:00 PM-8:00 PM	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
(Program: JUDGE MATHIS) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Relative Justice (tp)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/24	10/14/24	MTWTF--			5			\$400.00			0.00		
N 9	WMYD	10/08/24	10/14/24	M-F 10-11pm News M-F 10-11pm News	CM	10:00 PM-11:00 PM	MTWTF--	:30	5	\$2,500.00	P-1	0.00	NM	5	\$12,500.00
(Program: 10PM ACTION NEWS ON WMYD) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of 7 Action News at 10p on TV20															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/24	10/14/24	MTWTF--			5			\$2,500.00			0.00		
N 10	WMYD	10/08/24	10/13/24	SA-SU 10-11pm News SA-SU 10-11pm News	CM	10:00 PM-11:00 PM	PI-----SS	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
(Program: 10PM ACTION NEWS ON WMYD WK) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of 7 Action News at 10p Weekend															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/07/24	10/13/24	PI-----SS			2			\$2,500.00			0.00		
N 11	WMYD	10/08/24	10/14/24	M-F 11pm-12am M-F 11pm-12am	CM	11:00 PM-12:00 AM	XMTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
(Program: LAW & ORDER SVU) 1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of iCrime															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/24	10/14/24	MTWTF--			5			\$175.00			0.00		
N 12	WMYD	10/08/24	10/12/24	Sa CW Prime A Sa CW Prime A	CM	8:00 PM-9:00 PM	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
(Program: DEVILS 2024) 4Q24 COMSCORE (sell) - DETROIT - ACTUAL Nov/2023 Sat 8:00p-9:00p TIME PERIOD ON WMYD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/07/24	10/13/24	-----S-			1			\$400.00			0.00		
N 13	WMYD	10/08/24	10/13/24	Sun CW Prime B Sun CW Prime B	CM	8:00 PM-9:00 PM	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
(Program: FAMILY LAW 2024) 4Q24 COMSCORE (sell) - DETROIT - ACTUAL Nov/2023 Sun 8:00p-9:00p TIME PERIOD ON WMYD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/07/24	10/13/24	-----S			1			\$500.00			0.00		
N 14	WMYD	10/08/24	10/08/24	Tue CW Prime B Tue CW Prime B	CM	9:00 PM-10:00 PM	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
(Program: THE SWARM 2024) 4Q24 COMSCORE (sell) - DETROIT - ACTUAL Nov/2023 Tue 9:00p-10:00p TIME PERIOD ON WMYD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/07/24	10/13/24	-T-----			1			\$800.00			0.00		
N 15	WMYD	10/08/24	10/11/24		CM	9:00 PM-10:00 PM	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00

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WMYD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Fri CW Prime B											
				Fri CW Prime B											
				(Program: WHOSE LINE IS IT ANYWAY)											
				1Q24 COMSCORE (sell) - DETROIT - 1Q23 average of Law & Order: SVU Fri 9p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/07/24	10/13/24	----F--		1		\$800.00		0.00					
N 16	WMYD	10/08/24	10/12/24	Sa CW Prime B	CM	9:00 PM-10:00 PM	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				Sa CW Prime B											
				(Program: WORLDS FUNNIEST ANIMALS 2024)											
				4Q24 COMSCORE (sell) - DETROIT - ACTUAL Nov/2023 Sat 9:00p-10:00p TIME PERIOD ON WMYD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/07/24	10/13/24	-----S-		1		\$400.00		0.00					
N 17	WMYD	10/08/24	10/13/24	Sun CW Prime C	CM	9:00 PM-10:00 PM	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Sun CW Prime C											
				(Program: CORONER 2024)											
				4Q24 COMSCORE (sell) - DETROIT - ACTUAL Nov/2023 Sun 9:00p-10:00p TIME PERIOD ON WMYD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/07/24	10/13/24	-----S		1		\$500.00		0.00					
													Totals	58	\$41,025.00