

ORDER

**WMLW-TV**

Orders

Order / Rev: 488470

Alt Order #: 20180997

Ext. Opp. ID:

Product Desc: Issue

Estimate: 16556

Flight Dates: 10/24/26 - 11/03/26

Original Date / Rev: 10/19/26 / 10/19/26

Order Type: GENERAL

Primary AE: Nick Welte

Sales Office: HPHIL

Sales Region: NAT

Agency

Name: Waterfront Strategies

Buying Contact: Elizabeth Nielsen

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/314 Action Fund

Demographic: A35+

Product Codes: PL Issue

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: ISS

Priority: P-1

New Business End:

Advertiser External ID:

Agency External ID:

Unit Code: General

Order Separation: 00:05:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/26	10/25/26	5	\$1,700.00	\$1,445.00
10/26/26	11/03/26	25	\$5,900.00	\$5,015.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2026	5	\$1,700.00	\$1,445.00	0.00
November 2026	25	\$5,900.00	\$5,015.00	0.00
Totals	30	\$7,600.00	\$6,460.00	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%	\$7,600.00
Market	100%	\$760,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$7,600.00
WCGV	1%	\$7,600.00
WDJT	19%	\$144,400.00
WISN	28%	\$212,800.00
WITI	31%	\$235,600.00
WPXE	0%	\$0.00
WTMJ	18%	\$136,800.00
WVTV	1%	\$7,600.00
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	10/26/26	11/03/26	CBS58 Morning News @ 7am	CM	7am-8am	MTWTF--	:30	2	\$100.00	P-1	0.00	NM	3	\$300.00
CBS58 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/24/26		10/24/26	10/30/26	MTWTF--			2			\$100.00		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:		10/24/26	10/30/26	MTWTF--		2			\$100.00	0.00					
Week:		10/31/26	11/06/26	MT-----		1			\$100.00	0.00					
N 2	WMLW	10/26/26	11/03/26	9am-10am	CM	9a-10a	MTWTF--	:30	1	\$100.00	P-1	0.00	NM	2	\$200.00
		Tribunal Justice/Justice for the F													
		TRIBUNAL JUSTICE / JUSTICE 4 PEOP-MILIAN													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/24/26	10/30/26	MTWTF--		1			\$100.00	0.00					
Week:		10/31/26	11/06/26	MT-----		1			\$100.00	0.00					
N 3	WMLW	10/26/26	11/03/26	10am-11am	CM	10a-11a	MTWTF--	:30	1	\$100.00	P-1	0.00	NM	2	\$200.00
		Cutlers Court/Cutlers Court													
		JUDGE MATHIS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/24/26	10/30/26	MTWTF--		1			\$100.00	0.00					
Week:		10/31/26	11/06/26	MT-----		1			\$100.00	0.00					
N 4	WMLW	10/26/26	11/03/26	11am-12pm	CM	11a-12p	MTWTF--	:30	1	\$100.00	P-1	0.00	NM	2	\$200.00
		Mathis Court/Mathis Court													
		MATHIS COURT													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/24/26	10/30/26	MTWTF--		1			\$100.00	0.00					
Week:		10/31/26	11/06/26	MT-----		1			\$100.00	0.00					
N 5	WMLW	10/26/26	11/03/26	12pm-1pm	CM	12p-1p	MTWTF--	:30	1	\$100.00	P-1	0.00	NM	2	\$200.00
		Adam's Law x 2													
		ADAM'S LAW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/24/26	10/30/26	MTWTF--		1			\$100.00	0.00					
Week:		10/31/26	11/06/26	MT-----		1			\$100.00	0.00					
N 6	WMLW	10/26/26	11/03/26	1pm-2pm	CM	1p-2p	MTWTF--	:30	1	\$100.00	P-1	0.00	NM	2	\$200.00
		People's Court													
		THE PEOPLE'S COURT													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/24/26	10/30/26	MTWTF--		1			\$100.00	0.00					
Week:		10/31/26	11/06/26	MT-----		1			\$100.00	0.00					
N 7	WMLW	10/26/26	11/03/26	2pm-3pm	CM	2p-230p	MTWTF--	:30	1	\$200.00	P-1	0.00	NM	2	\$400.00
		Justice for the People (2:00 PM-2:30 PM)													
		JUSTICE 4 PEOP-MILIAN													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/24/26	10/30/26	MTWTF--		1			\$200.00	0.00					
Week:		10/31/26	11/06/26	MT-----		1			\$200.00	0.00					
N 8	WMLW	10/25/26	11/01/26	Sun 10a-11a	CM	Sun 10a-11a	-----S	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
		CBS58 Sunday Morning													
		CBS 58 SUNDAY MORNING													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/24/26	10/30/26	-----S		1			\$300.00	0.00					
Week:		10/31/26	11/06/26	-----S		1			\$300.00	0.00					
N 9	WMLW	10/24/26	10/31/26	CBS 58 Wknd News 5p/5M	CM	Sat 5p-530p	-----S-	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
		Sat News													
		CBS58 NWS @ 5 ON WMLW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/24/26	10/30/26	-----S-		1			\$300.00	0.00					
Week:		10/31/26	11/06/26	-----S-		1			\$300.00	0.00					
N 10	WMLW	10/25/26	11/01/26	CBS 58 Wknd News 5p/5M	CM	Sun530p-6p	-----S	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
		Sun News													
		CBS 58 NEWS - 530P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/24/26	10/30/26	-----S		1			\$300.00	0.00					
Week:		10/31/26	11/06/26	-----S		1			\$300.00	0.00					
N 11	WMLW	10/26/26	11/02/26	M-F 9pm News	CM	9p-10P	MTWTF--	:30	2	\$700.00	P-1	0.00	NM	3	\$2,100.00
		M-F 9pm News - 1hr													
		CBS58 NEWS - 9P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/24/26	10/30/26	MTWTF--		2			\$700.00	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:		10/31/26	11/06/26	M-----			1		\$700.00	0.00					
N 12	WMLW	10/24/26	11/01/26	Sat-Sun 9pm News	CM	9p-10P	-----SS	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
				Sat-Sun 9pm News - 1hr											
				CBS58 NEWS - 9P (WKND)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/26	10/30/26	-----SS			1		\$600.00	0.00					
Week:		10/31/26	11/06/26	-----SS			1		\$600.00	0.00					
N 13	WMLW	10/25/26	10/30/26	M-F 10-11p	CM	M-F 10-11pm	MTWTF--	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
				Seinfeld											
				SEINFELD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/26	10/30/26	MTWTF--			2		\$200.00	0.00					
N 14	WMLW	10/25/26	11/01/26	Sun 11p-12m	CM	Sun 11pm-12m	-----S	:30	1	\$200.00	P-1	0.00	NM	2	\$400.00
				Friends											
				FRIENDS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/24/26	10/30/26	-----S			1		\$200.00	0.00					
Week:		10/31/26	11/06/26	-----S			1		\$200.00	0.00					
													Totals	30	\$7,600.00