

WOC14541334 [00.00]

3469092

Order Printout



Order Status: Opened-New Start/End Dates: 03/20/24 - 03/26/24 C/P/E: 1580 / 1629 / 13346
 Traffic Order #: Agency: McKenna Media Product Desc.: Issue
 Buyer Order #: 13308041 Advertiser: The Conservation Voters of South Carolina Estimate Desc.: CVSC TV Florence Only WK 2 3.20-3.36
 AE: Ronald Bass Buyer: Media Placement Total Cost: \$2,780.00 (Cash)
 Property: WMBF TV Primary Demo: Received Date: 3/19/24 9:03 AM
 Sales Region: Local

Comments:

Separation: 30PopulationBuyType: CPP

List Items							Spots													Totals	
Line	Program	ST	Len	Time	Days WTFSSM T	Rate	Mar 20													Total Spots	Total Cost
1	WMBF NEWS@4:30	NM	:30	4:30 PM-5:00 PM	--F---	150.00	1													1	150.00
(Program: WMBF NEWS@4:30)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 4:30p-5:00p TIME PERIOD ON WMBF																					
1	WMBF NEWS@4:30	NM	:30	4:30 PM-5:00 PM	W----	150.00	1													1	150.00
(Program: WMBF NEWS@4:30)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 4:30p-5:00p TIME PERIOD ON WMBF																					
1	WMBF NEWS@4:30	NM	:30	4:30 PM-5:00 PM	-----T	150.00	1													1	150.00
(Program: WMBF NEWS@4:30)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 4:30p-5:00p TIME PERIOD ON WMBF																					
2	WMBF NEWS AT 5	NM	:30	5:00 PM-5:30 PM	-T-----	200.00	1													1	200.00
(Program: WMBF NEWS AT 5)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 5:00p-5:30p TIME PERIOD ON WMBF																					
2	WMBF NEWS AT 5	NM	:30	5:00 PM-5:30 PM	----M-	200.00	1													1	200.00
(Program: WMBF NEWS AT 5)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 5:00p-5:30p TIME PERIOD ON WMBF																					
3	WMBF NEWS AT 6	NM	:30	6:00 PM-6:30 PM	-T-----	300.00	1													1	300.00
(Program: WMBF NEWS AT 6)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 6:00p-6:30p TIME PERIOD ON WMBF																					
3	WMBF NEWS AT 6	NM	:30	6:00 PM-6:30 PM	----M-	300.00	1													1	300.00
(Program: WMBF NEWS AT 6)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 6:00p-6:30p TIME PERIOD ON WMBF																					

List Items							Spots											Totals		
Line	Program	ST	Len	Time	Days WTFSSM T	Rate	Mar 20												Total Spots	Total Cost
4	WMBF NEWS AT 7	NM	:30	7:00 PM-7:30 PM	--F---	250.00	1												1	250.00
(Program: WMBF NEWS AT 7)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 7:00p-7:30p TIME PERIOD ON WMBF																				
4	WMBF NEWS AT 7	NM	:30	7:00 PM-7:30 PM	W----	250.00	1												1	250.00
(Program: WMBF NEWS AT 7)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 7:00p-7:30p TIME PERIOD ON WMBF																				
4	WMBF NEWS AT 7	NM	:30	7:00 PM-7:30 PM	-----T	250.00	1												1	250.00
(Program: WMBF NEWS AT 7)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 7:00p-7:30p TIME PERIOD ON WMBF																				
5	AVG. ALL WKS	NM	:30	6:00 PM-6:30 PM	---S---	150.00	1												1	150.00
(Program: AVG. ALL WKS)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Sat 6:00p-6:30p TIME PERIOD ON WMBF																				
6	AVG. ALL WKS	NM	:30	6:00 PM-6:30 PM	----S--	150.00	1												1	150.00
(Program: AVG. ALL WKS)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Sun 6:00p-6:30p TIME PERIOD ON WMBF																				
7	AVG. ALL WKS	NM	:30	11:00 PM-11:30 PM	---S--	250.00	1												1	250.00
(Program: AVG. ALL WKS)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Sun 11:00p-11:30p TIME PERIOD ON WMBF																				
8	AVG. ALL WKS	NM	:30	11:30 PM-12:00 XM	---S--	30.00	1												1	30.00
(Program: AVG. ALL WKS)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Sun 11:30p-12:00a TIME PERIOD ON WMBF																				
Spot Totals:							14												14	2780.00
Rate Totals:							2780.00													

MONTH	SPOTS	COST	MONTH	SPOTS	COST
March	14	\$2,780.00			

ORDER



Orders
Order / Rev: 3459092
Alt Order #: WOC14541334
Product Desc: issue
Estimate: 13346
Flight Dates: 03/20/24 - 03/26/24
Original Date / Rev: 03/19/24 / 03/19/24
Order Type: NORMAL

WMBF
 Ronald Bass
 GN-PA
 National

Primary AE:
Sales Office:
Sales Region:

Agency
Name: McKenna Media-Washington
Buying Contact: Amara Ukaonu
Billing Contact:
 1322 G St SE
 Washington, DC 20003

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

Billing Type:
Billing Calendar:
Billing Cycle:
Agency Commission:

Advertiser
Name: The Conservation Voters of South Cai
Demographic: A35+
Product Codes: issue - Local - Other
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS
Priority: P-01

New Business End:
Advertiser External ID: 630110
Agency External ID: 157681
Unit Code: General
Order Separation: 00:15:00

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/26/24	14	\$2,780.00	\$2,363.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	14	\$2,780.00	\$2,363.00	0.00
Totals	14	\$2,780.00	\$2,363.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ronald Bass				100%

Start Of Order - End Of Order

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WMBF	03/20/24	03/26/24	M-F 430-5p News	CM	4:30 PM-5:00 PM	-11-1--	:30	3	\$150.00	P-01	0.00	NM	3	\$450.00
(Program: WMBF NEWS@4:30)															
CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 4:30p-5:00p TIME PERIOD ON WMBF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 03/20/24	03/26/24	-11-1--	3	\$150.00	0.00								
N 2	WMBF	03/20/24	03/25/24	M-F 5p News	CM	5:00 PM-5:30 PM	1--1----	:30	2	\$200.00	P-01	0.00	NM	2	\$400.00
(Program: WMBF NEWS AT 5)															
CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 5:00p-5:30p TIME PERIOD ON WMBF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 03/20/24	03/26/24	1--1----	2	\$200.00	0.00								
N 3	WMBF	03/20/24	03/25/24	M-F 6p News	CM	6:00 PM-6:30 PM	1--1----	:30	2	\$300.00	P-01	0.00	NM	2	\$600.00
(Program: WMBF NEWS AT 6)															
CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 6:00p-6:30p TIME PERIOD ON WMBF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 03/20/24	03/26/24	1--1----	2	\$300.00	0.00								
N 4	WMBF	03/20/24	03/26/24	M-F 7p News	CM	7:00 PM-7:30 PM	-11-1--	:30	3	\$250.00	P-01	0.00	NM	3	\$750.00
(Program: WMBF NEWS AT 7)															
CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 7:00p-7:30p TIME PERIOD ON WMBF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

Order / Rev: 3469092
 Alt Order #: WOC14541334
 Flight Dates: 03/20/24 - 03/26/24

Advertiser: The Conservation Voters of South Caroli
 Product Desc: Issue
 Estimate: 13346

WBFB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WBFB	03/20/24	03/23/24	Sat-Sun 6p News Sat-Sun 6p News	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00
(Program: AVG. ALL WKS) CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Sat 6:00p-6:30p TIME PERIOD ON WBFB															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 03/18/24	03/24/24	-----1-	1	\$150.00	0.00								
N 6	WBFB	03/20/24	03/24/24	Sat-Sun 6p News Sat-Sun 6p News	CM	6:00 PM-6:30 PM	-----1	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00
(Program: AVG. ALL WKS) CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Sun 6:00p-6:30p TIME PERIOD ON WBFB															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 03/18/24	03/24/24	-----1	1	\$150.00	0.00								
N 7	WBFB	03/20/24	03/24/24	Sun Late News Sun Late News	CM	11:00 PM-11:30 PM	-----1	:30	1	\$250.00	P-01	0.00	NM	1	\$250.00
(Program: AVG. ALL WKS) CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Sun 11:00p-11:30p TIME PERIOD ON WBFB															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 03/18/24	03/24/24	-----1	1	\$250.00	0.00								
N 8	WBFB	03/20/24	03/24/24	Sun 1130p-12a Sun 1130p-12x	CM	11:30 PM-12:00 AM	-----1	:30	1	\$30.00	P-01	0.00	NM	1	\$30.00
(Program: AVG. ALL WKS) CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Sun 11:30p-12:00a TIME PERIOD ON WBFB															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 03/18/24	03/24/24	-----1	1	\$30.00	0.00								
													Totals	14	\$2,780.00