

WOC14592953 [00.00]

#3487623

Order Printout



Order Status: Opened-New	Start/End Dates: 03/27/24 - 03/28/24	C/P/E: 1580 / 1629 / 13352
Traffic Order #:	Agency: McKenna Media	Product Desc.: Issue
Buyer Order #: 13326343	Advertiser: The Conservation Voters of South Carolina	Estimate Desc.: The CVSC TV WK 1 3.27-3.28
AE: Ronald Bass	Buyer: Media Placement	Total Cost: \$600.00 (Cash)
Property: WMBF TV	Primary Demo:	Received Date: 3/26/24 8:07 AM
Sales Region: Local		

Comments:

Separation: 30PopulationBuyType: CPP

List Items							Spots											Totals		
Line	Program	ST	Len	Time	Days WTFSSM T	Rate	Mar 27												Total Spots	Total Cost
1	HODA & JENNA	NM	:30	10:00 AM-11:00 AM	-T-----	100.00	1												1	100.00
(Program: HODA & JENNA)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 10:00a-11:00a TIME PERIOD ON WMBF																				
2	WMBF NEWS 4P-430P	NM	:30	4:00 PM-4:30 PM	W-----	150.00	1												1	150.00
(Program: WMBF NEWS 4P-430P)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 4:00p-4:30p TIME PERIOD ON WMBF																				
3	WMBF NEWS 430P-5P	NM	:30	4:30 PM-5:00 PM	-T-----	150.00	1												1	150.00
(Program: WMBF NEWS 430P-5P)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 4:30p-5:00p TIME PERIOD ON WMBF																				
4	WMBF NEWS 5P	NM	:30	5:00 PM-5:30 PM	W-----	200.00	1												1	200.00
(Program: WMBF NEWS 5P)CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 5:00p-5:30p TIME PERIOD ON WMBF																				
Spot Totals:							4												4	600.00
Rate Totals:							600.00													

MONTH	SPOTS	COST	MONTH	SPOTS	COST
March	4	\$600.00			

ORDER



Orders
Order / Rev: 3487623
Alt Order #: WOC14592953
Product Desc: Issue
Estimate: 13352
Flight Dates: 03/27/24 - 03/28/24
Original Date / Rev: 03/26/24 / 03/26/24
Order Type: NORMAL

WMBF
Primary AE: Ronald Bass
Sales Office: GN-PA
Sales Region: National

Agency Name: **McKenzie 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%

Advertiser Name: **The Conservation Voters of South Cal**
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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/28/24	4	\$600.00	\$510.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	4	\$600.00	\$510.00	0.00
Totals	4	\$600.00	\$510.00	0.00

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

Ln	Ch	Start	End	Inventory Code	Break	Star/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WMBF	03/27/24	03/28/24	NBC Today Show: Ill	CM	10:00 AM-11:00 AM	---1---	:30	1	\$100.00	P-01	0.00	NM	1	\$100.00
(Program: HODA & JENNA) CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 10:00a-11:00a TIME PERIOD ON WMBF Start Date End Date Weekdays Spots/Week Rate Rating Week: 03/25/24 03/31/24 ---1--- 1 \$100.00 0.00															
N 2	WMBF	03/27/24	03/27/24	M-F 4-4:30p News	CM	4:00 PM-4:30 PM	--1----	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00
(Program: WMBF NEWS 4P-430P) CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 4:00p-4:30p TIME PERIOD ON WMBF Start Date End Date Weekdays Spots/Week Rate Rating Week: 03/25/24 03/31/24 --1---- 1 \$150.00 0.00															
N 3	WMBF	03/27/24	03/28/24	M-F 430-5p News	CM	4:30 PM-5:00 PM	---1---	:30	1	\$150.00	P-01	0.00	NM	1	\$150.00
(Program: WMBF NEWS 430P-5P) CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 4:30p-5:00p TIME PERIOD ON WMBF Start Date End Date Weekdays Spots/Week Rate Rating Week: 03/25/24 03/31/24 ---1--- 1 \$150.00 0.00															
N 4	WMBF	03/27/24	03/27/24	M-F 5p News	CM	5:00 PM-5:30 PM	--1----	:30	1	\$200.00	P-01	0.00	NM	1	\$200.00
(Program: WMBF NEWS 5P) CS-Q2 (sell) - MYRTLE BEACH-FLORENCE - ACTUAL May/2023 Mo-Fr 5:00p-5:30p TIME PERIOD ON WMBF Start Date End Date Weekdays Spots/Week Rate Rating															

Order / Rev: 3487623
 Alt Order #: WOC14592953
 Flight Dates: 03/27/24 - 03/28/24

Advertiser: The Conservation Voters of South Caroli
 Product Desc: Issue
 Estimate: 13352

Inventory Code
 WNEF

Ln	Ch	Start Date	End Date	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>									<u>Rate</u>		<u>Rating</u>			
Week:		03/25/24	03/31/24			--1----	1					\$200.00		0.00			
Totals																	
																4	\$600.00