



# ADVERTISING ORDER

## Agency / Billing Address

Marketing Resource Group, Inc.  
225 S. Washington Square  
Lansing, MI 48933  
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## Media Buyer Contact Information

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Advertiser: MARGARET OBRIEN FOR STATE SENATE

Job Number: 14-MOR-906

Scheduling Note: End all Tuesday Spots at 12PM

									Monday - Sunday		Monday - Sunday		Monday - Tuesday			
									October 20 - October 26		October 27 - November 2		November 3 - 4			
DMA	Station	Network Affiliation	Days	Daypart Start	Daypart End	Program Name	Rate :30 Spot	Rate Type/Class	Spots per Week	Total Gross Cost per Week	Spots per Week	Total Gross Cost per Week	Spots per Week	Total Gross Cost per Week	Spots per Week	Total Gross Cost per Week
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	5:00 AM	5:30 AM	NEWS 3 @ 5AM	\$ 75.00	LEVEL 3	5	\$ 375.00	5	\$ 375.00	2	\$ 150.00	12	\$ 900.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	5:30 AM	6:00 AM	NEWS 3 @ 5:30AM	\$ 125.00	LEVEL 2	5	\$ 625.00	5	\$ 625.00	2	\$ 250.00	12	\$ 1,500.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	6:00 AM	6:30 AM	NEWS 3 @ 6AM	\$ 575.00	1C 48 HRS	5	\$ 2,875.00	5	\$ 2,875.00	2	\$ 1,150.00	12	\$ 6,900.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	6:30 AM	7:00 AM	NEWS 3 @ 6:30AM	\$ 575.00	1C 48 HRS	5	\$ 2,875.00	5	\$ 2,875.00	2	\$ 1,150.00	12	\$ 6,900.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	7:00 AM	9:00 AM	CBS NEWS EARLY SHOW	\$ 350.00	1C 48 HRS	5	\$ 1,750.00	5	\$ 1,750.00	2	\$ 700.00	12	\$ 4,200.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	9:00 AM	10:00 AM	LIVE WITH KELLY & MICHAEL	\$ 150.00	LEVEL 3	5	\$ 750.00	5	\$ 750.00	2	\$ 300.00	12	\$ 1,800.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	10:00 AM	11:00 AM	LETS MAKE A DEAL	\$ 225.00	LEVEL 2	5	\$ 1,125.00	5	\$ 1,125.00	2	\$ 450.00	12	\$ 2,700.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	11:00 AM	12:00 PM	THE PRICE IS RIGHT	\$ 1,000.00	1B 1 WEEK	5	\$ 5,000.00	5	\$ 5,000.00	2	\$ 2,000.00	12	\$ 12,000.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	12:00 PM	12:30 PM	NEWS 3 @ NOON	\$ 450.00	1C 48 HRS	5	\$ 2,250.00	5	\$ 2,250.00	1	\$ 450.00	11	\$ 4,950.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	12:30 PM	2:00 PM	SOAP ROTATION	\$ 350.00	1C 48 HRS	8	\$ 2,800.00	8	\$ 2,800.00	1	\$ 350.00	17	\$ 5,950.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	2:00 PM	3:00 PM	THE TALK	\$ 225.00	LEVEL 2	5	\$ 1,125.00	5	\$ 1,125.00	1	\$ 225.00	11	\$ 2,475.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	3:00 PM	4:00 PM	STEVE HARVEY	\$ 150.00	LEVEL 2	5	\$ 750.00	5	\$ 750.00	1	\$ 150.00	11	\$ 1,650.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	5:00 PM	5:30 PM	NEWS 3 @ FIVE	\$ 450.00	LEVEL 2	5	\$ 2,250.00	5	\$ 2,250.00	1	\$ 450.00	11	\$ 4,950.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	5:30 PM	6:00 PM	NEWS 3 @ 5:30PM	\$ 450.00	LEVEL 2	5	\$ 2,250.00	5	\$ 2,250.00	1	\$ 450.00	11	\$ 4,950.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	6:00 PM	6:30 PM	NEWS 3 @ SIX	\$ 675.00	LEVEL 2	5	\$ 3,375.00	5	\$ 3,375.00	1	\$ 675.00	11	\$ 7,425.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	7:00 PM	7:30 PM	WHEEL OF FORTUNE	\$ 1,800.00	1C 48 HRS	5	\$ 9,000.00	5	\$ 9,000.00	1	\$ 1,800.00	11	\$ 19,800.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-FRI	7:30 PM	8:00 PM	JEOPARDY	\$ 1,800.00	1C 48 HRS	5	\$ 9,000.00	5	\$ 9,000.00	1	\$ 1,800.00	11	\$ 19,800.00
Grand Rapids-Kalamazoo	WWMT	CBS	MON-SUN	11:00 PM	11:35 PM	NEWS 3 @ ELEVEN	\$ 700.00	LEVEL 2	5	\$ 3,500.00	5	\$ 3,500.00	1	\$ 700.00	11	\$ 7,700.00
Grand Rapids-Kalamazoo	WWMT	CBS	SAT	7:00 AM	7:30 AM	NEWSCHANNEL 3 LIVE AT 7A	\$ 75.00	LEVEL 2	1	\$ 75.00	1	\$ 75.00		\$ -	2	\$ 150.00
Grand Rapids-Kalamazoo	WWMT	CBS	SAT	7:30 AM	8:00 AM	NEWSCHANNEL 3 LIVE AT 7A	\$ 75.00	LEVEL 2	1	\$ 75.00	1	\$ 75.00		\$ -	2	\$ 150.00
Grand Rapids-Kalamazoo	WWMT	CBS	SAT	8:00 AM	9:00 AM	CBS THIS MORNING SATURD	\$ 125.00	LEVEL 2	1	\$ 125.00	1	\$ 125.00		\$ -	2	\$ 250.00
Grand Rapids-Kalamazoo	WWMT	CBS	SAT	9:00 AM	11:00 AM	CBS THIS MORNING SATURD	\$ 125.00	LEVEL 2	1	\$ 125.00	1	\$ 125.00		\$ -	2	\$ 250.00
Grand Rapids-Kalamazoo	WWMT	CBS	SAT	6:00 PM	6:30 PM	NEWSCHANNEL 3 AT 6PM	\$ 300.00	LEVEL 2	1	\$ 300.00	1	\$ 300.00		\$ -	2	\$ 600.00
Grand Rapids-Kalamazoo	WWMT	CBS	SUN	8:00 AM	8:30 AM	NEWSCHANNEL 3 LIVE AT 8A	\$ 125.00	LEVEL 2	1	\$ 125.00	1	\$ 125.00		\$ -	2	\$ 250.00
Grand Rapids-Kalamazoo	WWMT	CBS	SUN	8:30 AM	9:00 AM	NEWSCHANNEL 3 LIVE AT 8A	\$ 125.00	LEVEL 2	1	\$ 125.00	1	\$ 125.00		\$ -	2	\$ 250.00
Grand Rapids-Kalamazoo	WWMT	CBS	SUN	9:00 AM	10:30 AM	CBS SUNDAY MORNING	\$ 675.00	LEVEL 2	1	\$ 675.00	1	\$ 675.00		\$ -	2	\$ 1,350.00
	WWMT Total								101	\$ 53,300.00	101	\$ 53,300.00	26	\$ 13,200.00	228	\$ 119,800.00

NET TOTAL COST \$ 101,830.00