

Monticello Media
 481 Hillsdale Dr Suite 300
 Charlottesville, Virginia 22901



LIFEVIEW MARKETING & VISIALS
 513 East Market Street, 993
 Charlottesville, Virginia 22902

Advertiser: MEG BRYCE FOR SCHOOL BOARD
 Order #: 4810363400232
 Contract #: 39427
 Date Entered: 10/23/2023
 Last Modified: 10/24/2023
 Product: Meg Bryce
 Salesperson: Mike Chiumento
 Billing Cycle: Calendar Month
 Estimate #:

Order Date Range: 10/25/2023 through 11/07/2023 (2 weeks)
 Media Outlets: WCYK-FM, WKAV-AM

On-Air Schedule

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total
1	10/25/23-10/27/23	WCYK-FM	06:00AM-10:00AM	30	--	--	2	2	2	--	--	6	20.00	6	120.00
2	10/25/23-10/27/23	WCYK-FM	10:00AM-03:00PM	30	--	--	2	2	2	--	--	6	18.00	6	108.00
3	10/25/23-10/27/23	WCYK-FM	03:00PM-07:00PM	30	--	--	2	2	2	--	--	6	20.00	6	120.00
4	10/30/23-11/03/23	WCYK-FM	06:00AM-10:00AM	30	3	3	3	3	3	--	--	15	20.00	15	300.00
5	10/30/23-11/03/23	WCYK-FM	10:00AM-03:00PM	30	3	3	3	3	3	--	--	15	18.00	15	270.00
6	10/30/23-11/03/23	WCYK-FM	03:00PM-07:00PM	30	3	3	3	3	3	--	--	15	20.00	15	300.00
7	11/06/23-11/07/23	WCYK-FM	06:00AM-10:00AM	30	3	3	--	--	--	--	--	6	20.00	6	120.00
8	11/06/23-11/07/23	WCYK-FM	10:00AM-03:00PM	30	3	3	--	--	--	--	--	6	18.00	6	108.00
9	11/06/23-11/07/23	WCYK-FM	03:00PM-07:00PM	30	3	3	--	--	--	--	--	6	20.00	6	120.00
10	10/25/23-10/27/23	WKAV-AM	06:00AM-10:00AM	30	--	--	2	2	2	--	--	6	5.00	6	30.00
11	10/25/23-10/27/23	WKAV-AM	10:00AM-03:00PM	30	--	--	2	2	2	--	--	6	5.00	6	30.00
12	10/25/23-10/27/23	WKAV-AM	03:00PM-07:00PM	30	--	--	2	2	2	--	--	6	5.00	6	30.00
13	10/30/23-11/03/23	WKAV-AM	06:00AM-10:00AM	30	3	3	3	3	3	--	--	15	5.00	15	75.00
14	10/30/23-11/03/23	WKAV-AM	10:00AM-03:00PM	30	3	3	3	3	3	--	--	15	5.00	15	75.00
15	10/30/23-11/03/23	WKAV-AM	03:00PM-07:00PM	30	3	3	3	3	3	--	--	15	5.00	15	75.00
16	11/06/23-11/07/23	WKAV-AM	06:00AM-10:00AM	30	3	3	--	--	--	--	--	6	5.00	6	30.00
17	11/06/23-11/07/23	WKAV-AM	10:00AM-03:00PM	30	3	3	--	--	--	--	--	6	5.00	6	30.00
18	11/06/23-11/07/23	WKAV-AM	03:00PM-07:00PM	30	3	3	--	--	--	--	--	6	5.00	6	30.00

Station Totals

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Commission	Net Billing
WCYK-FM	81	0	0	0	\$1,566.00	\$234.90	\$1,331.10
WKAV-AM	81	0	0	0	\$405.00	\$60.75	\$344.25
Totals	162	0	0	0	\$1,971.00	\$295.65	\$1,675.35

Total Charges: \$1,971.00
 Agency Commission: \$295.65
 Total Net: \$1,675.35

Projected Billing By Calendar Month Month

Month	Year	Gross Billing	Net Billing
October	2023	\$876.00	\$744.60
November	2023	\$1,095.00	\$930.75
Totals		\$1,971.00	\$1,675.35