

ORDER



WHEC-TV, LLC

Orders  
Order / Rev: 465504  
Alt Order #: 10757438  
Product Desc: OFFICE OF C TENNEY  
Estimate: 415421  
Flight Dates: 04/15/24 - 04/21/24  
Original Date / Rev: 03/18/24 / 03/18/24  
Order Type: GENERAL

Primary AE: Jared Kelhart  
Sales Office: H-PHL  
Sales Region: National

Agency  
Name: Smart Media Group  
Buying Contact:  
Billing Contact:  
214 N Tryon St  
Charlotte, NC 28202

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

Advertiser  
Name: The Office of U.S Representative Clau  
Demographic: A35+  
Product Codes: GS17  
Revenue Code 1: AGY  
Revenue Code 2: GEN  
Revenue Code 3: GEN  
Priority: 4

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/21/24	29	\$6,475.00	\$5,503.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	29	\$6,475.00	\$5,503.75	0.00
Totals	29	\$6,475.00	\$5,503.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jared Kelhart			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHEC-TV, LLC	31%	\$6,475.00
Market	100%	\$20,887.10

Competitive Share

	Share	Total
CABLE	0%	\$0.00
RNWS	0%	\$0.00
UNKWN	0%	\$0.00
WB26	0%	\$0.00
WBGW	0%	\$0.00
WHAM	30%	\$6,266.13
WROC	33%	\$6,892.74
WRWB	0%	\$0.00
WUHF	6%	\$1,253.23

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHEC	04/15/24	04/15/24	M-F 6-7a M-F 6-7a	CM	5:58-7a (6:00 AM-7:00 AM)	1-----	:30	1	\$200.00	4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/15/24	04/21/24	1-----	1		\$200.00		0.00						
N 2	WHEC	04/16/24	04/16/24	M-F 6-7a M-F 6-7a	CM	5:58-7a (6:00 AM-7:00 AM)	-1-----	:30	1	\$200.00	4	0.00	NM	1	\$200.00

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Estimate: 415421  
**WHEC-TV, LLC**

Ln	Ch	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>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	- 1 - - - -		1				\$200.00		0.00			
N 3	WHEC	04/17/24	04/17/24	M-F 6-7a M-F 6-7a	CM	5:58-7a (6:00 AM-7:00 AM)	- - 1 - - -	:30	1	\$200.00	4	0.00	NM	1	\$200.00
Week:		04/15/24	04/21/24	- - 1 - - -		1				\$200.00		0.00			
N 4	WHEC	04/18/24	04/18/24	M-F 6-7a M-F 6-7a	CM	5:58-7a (6:00 AM-7:00 AM)	- - - 1 - -	:30	1	\$200.00	4	0.00	NM	1	\$200.00
Week:		04/15/24	04/21/24	- - - 1 - -		1				\$200.00		0.00			
N 5	WHEC	04/19/24	04/19/24	M-F 6-7a M-F 6-7a	CM	5:58-7a (6:00 AM-7:00 AM)	- - - - 1 -	:30	1	\$200.00	4	0.00	NM	1	\$200.00
Week:		04/15/24	04/21/24	- - - - 1 -		1				\$200.00		0.00			
N 6	WHEC	04/15/24	04/15/24	M-F Today Show M-F 6:58-9a	CM	6:58-9a (7:00 AM-9:00 AM)	1 - - - - -	:30	1	\$275.00	4	0.00	NM	1	\$275.00
Week:		04/15/24	04/21/24	1 - - - - -		1				\$275.00		0.00			
N 7	WHEC	04/16/24	04/16/24	M-F Today Show M-F 6:58-9a	CM	6:58-9a (7:00 AM-9:00 AM)	- 1 - - - -	:30	1	\$275.00	4	0.00	NM	1	\$275.00
Week:		04/15/24	04/21/24	- 1 - - - -		1				\$275.00		0.00			
N 8	WHEC	04/20/24	04/20/24	Sa News10NBC 6-7am News10NBC Tdy Sa 6-7am	CM	News10NBC Tdy Sa 6-7am (6:00 AM-7:00 AM)	- - - - - 1 -	:30	1	\$125.00	4	0.00	NM	1	\$125.00
Week:		04/15/24	04/21/24	- - - - - 1 -		1				\$125.00		0.00			
N 9	WHEC	04/20/24	04/20/24	Saturday Today 7-8:30am Saturday Today NBC	CM	Sat 6:58-8:30am (7:00 AM-8:30 AM)	- - - - - 1 -	:30	1	\$250.00	4	0.00	NM	1	\$250.00
Week:		04/15/24	04/21/24	- - - - - 1 -		1				\$250.00		0.00			
N 10	WHEC	04/20/24	04/20/24	Sa News10NBC 2ndHr 8-10am News10NBC Tdy Sa 8-10am	CM	News10NBC Tdy Sa 8-10am (8:30 AM-10:00 AM)	- - - - - 1 -	:30	1	\$125.00	4	0.00	NM	1	\$125.00
Week:		04/15/24	04/21/24	- - - - - 1 -		1				\$125.00		0.00			
N 11	WHEC	04/21/24	04/21/24	Su News10NBC 6-8am Sun News10NBC 6-8am	CM	Sun News10NBC 6-8am (6:00 AM-8:00 AM)	- - - - - 1	:30	1	\$125.00	4	0.00	NM	1	\$125.00
Week:		04/15/24	04/21/24	- - - - - 1		1				\$125.00		0.00			
N 12	WHEC	04/21/24	04/21/24	Sunday Today 8-9a Sunday Today	CM	Sun Tdy 7:58a-9a (8:00 AM-9:00 AM)	- - - - - 1	:30	1	\$250.00	4	0.00	NM	1	\$250.00
Week:		04/15/24	04/21/24	- - - - - 1		1				\$250.00		0.00			
N 13	WHEC	04/21/24	04/21/24	Meet the Press Su. 9-10am Sun 9-10am	CM	Sun 9-10am (9:00 AM-10:00 AM)	- - - - - 1	:30	1	\$400.00	4	0.00	NM	1	\$400.00
Week:		04/15/24	04/21/24	- - - - - 1		1				\$400.00		0.00			
N 14	WHEC	04/15/24	04/15/24	M-F 12-12:30p News M-F 12-12:30p	CM	11:58a-12:30p (12:00 PM-12:30 PM)	1 - - - - -	:30	1	\$125.00	4	0.00	NM	1	\$125.00
Week:		04/15/24	04/21/24	1 - - - - -		1				\$125.00		0.00			
N 15	WHEC	04/16/24	04/16/24	M-F 12-12:30p News M-F 12-12:30p	CM	11:58a-12:30p (12:00 PM-12:30 PM)	- 1 - - - -	:30	1	\$125.00	4	0.00	NM	1	\$125.00
Week:		04/15/24	04/21/24	- 1 - - - -		1				\$125.00		0.00			
N 16	WHEC	04/17/24	04/17/24	M-F 12-12:30p News M-F 12-12:30p	CM	11:58a-12:30p (12:00 PM-12:30 PM)	- - 1 - - -	:30	1	\$125.00	4	0.00	NM	1	\$125.00
Week:		04/15/24	04/21/24	- - 1 - - -		1				\$125.00		0.00			
N 17	WHEC	04/18/24	04/18/24		CM	11:58a-12:30p		:30	1	\$125.00	4	0.00	NM	1	\$125.00

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				M-F 12-12:30p News			--- 1---								
				M-F 12-12:30p		(12:00 PM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/15/24	04/21/24	--- 1---		1			\$125.00		0.00				
N18	WHEC	04/19/24	04/19/24	M-F 12-12:30p News	CM	11:58a-12:30p	---- 1--	:30	1	\$125.00	4	0.00	NM	1	\$125.00
				M-F 12-12:30p		(12:00 PM-12:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/15/24	04/21/24	---- 1--		1			\$125.00		0.00				
N19	WHEC	04/15/24	04/15/24	M-F 5:30-6p	CM	5:28-6p	1-----	:30	1	\$175.00	4	0.00	NM	1	\$175.00
				M-F 5:30-6p		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/15/24	04/21/24	1-----		1			\$175.00		0.00				
N20	WHEC	04/16/24	04/16/24	M-F 5:30-6p	CM	5:28-6p	- 1-----	:30	1	\$175.00	4	0.00	NM	1	\$175.00
				M-F 5:30-6p		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/15/24	04/21/24	- 1-----		1			\$175.00		0.00				
N21	WHEC	04/17/24	04/17/24	M-F 5:30-6p	CM	5:28-6p	-- 1----	:30	1	\$175.00	4	0.00	NM	1	\$175.00
				M-F 5:30-6p		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/15/24	04/21/24	-- 1----		1			\$175.00		0.00				
N22	WHEC	04/18/24	04/18/24	M-F 5:30-6p	CM	5:28-6p	--- 1---	:30	1	\$175.00	4	0.00	NM	1	\$175.00
				M-F 5:30-6p		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/15/24	04/21/24	--- 1---		1			\$175.00		0.00				
N23	WHEC	04/19/24	04/19/24	M-F 5:30-6p	CM	5:28-6p	---- 1--	:30	1	\$175.00	4	0.00	NM	1	\$175.00
				M-F 5:30-6p		(5:30 PM-6:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/15/24	04/21/24	---- 1--		1			\$175.00		0.00				
N24	WHEC	04/15/24	04/15/24	M-F 6-6:30p	CM	5:58-6:30pm	1-----	:30	1	\$250.00	4	0.00	NM	1	\$250.00
				M-F 5:58-6:30pm		(6:00 PM-6:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/15/24	04/21/24	1-----		1			\$250.00		0.00				
N25	WHEC	04/16/24	04/16/24	M-F 6-6:30p	CM	5:58-6:30pm	- 1-----	:30	1	\$250.00	4	0.00	NM	1	\$250.00
				M-F 5:58-6:30pm		(6:00 PM-6:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/15/24	04/21/24	- 1-----		1			\$250.00		0.00				
N26	WHEC	04/17/24	04/17/24	M-F 6-6:30p	CM	5:58-6:30pm	-- 1----	:30	1	\$250.00	4	0.00	NM	1	\$250.00
				M-F 5:58-6:30pm		(6:00 PM-6:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/15/24	04/21/24	-- 1----		1			\$250.00		0.00				
N27	WHEC	04/18/24	04/18/24	M-F 6-6:30p	CM	5:58-6:30pm	--- 1---	:30	1	\$250.00	4	0.00	NM	1	\$250.00
				M-F 5:58-6:30pm		(6:00 PM-6:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/15/24	04/21/24	--- 1---		1			\$250.00		0.00				
N28	WHEC	04/19/24	04/19/24	M-F 6-6:30p	CM	5:58-6:30pm	---- 1--	:30	1	\$250.00	4	0.00	NM	1	\$250.00
				M-F 5:58-6:30pm		(6:00 PM-6:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/15/24	04/21/24	---- 1--		1			\$250.00		0.00				
N29	WHEC	04/15/24	04/15/24	Monday 8-10pm	CM	Mon. 7:58-10pm	1-----	:30	1	\$900.00	4	0.00	NM	1	\$900.00
				The Voice		(8:00 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		04/15/24	04/21/24	1-----		1			\$900.00		0.00				
													Totals	29	\$6,475.00