

ORDER



Orders
Order / Rev: 1256197
Alt Order #: WOC14498659
Product Desc: candidate
Estimate: 11088
Flight Dates: 02/14/24 - 02/20/24
Original Date / Rev: 02/12/24 / 02/12/24
Order Type: GENERAL

WFTX
Primary AE: Joshua Reiter
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Strategic Media Services Inc - Politica
Buying Contact:
Billing Contact:
4601 Fairfax Drive
Arlington, VA 22203

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

Advertiser
Name: Price/Republican/Mayor
Demographic: A35+
Product Codes: State Candidate
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-3

New Business End:
Advertiser External ID: 280148
Agency External ID: 121406
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/29/24	02/20/24	4	\$850.00	\$722.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2024	4	\$850.00	\$722.50	0.00
Totals	4	\$850.00	\$722.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joshua Reiter			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFTX	02/14/24	02/20/24	FOX 4 Morning News at 7A FOX 4 Morning News at 7A (Program: FOX4 MORN-7A) 1Q24 COMSCORE (sell) - FT. MYERS-NAPLES - 1Q23 average of news at 7a	CM	7-8am	- 1- 1- - -	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/14/24	02/20/24	- 1- 1- - -	2		\$150.00		0.00						
N 2	WFTX	02/14/24	02/19/24	FOX 4 Morning News at 8A FOX 4 Morning News at 8A (Program: FOX4 MORN-8A<) 1Q24 COMSCORE (sell) - FT. MYERS-NAPLES - 1Q23 average of news at 8a	CM	8-9am	1- - - - -	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/14/24	02/20/24	1- - - - -	1		\$150.00		0.00						
N 3	WFTX	02/14/24	02/18/24	FOX News Sunday Fox News Sunday (Program: AVG. ALL WKS) 1Q24 COMSCORE (sell) - FT. MYERS-NAPLES - 1Q23 average of Fox News Sunday	CM	9-10am	- - - - - 1	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/12/24	02/18/24	- - - - - 1	1		\$400.00		0.00						
Totals													4	\$850.00	