

ORDER



Orders
Order / Rev: 1258105
Alt Order #: WOC14504866
Product Desc: candidate
Estimate: 11125
Flight Dates: 02/21/24 - 02/27/24
Original Date / Rev: 02/20/24 / 02/20/24
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 | 02/25/24 | 8 | \$575.00 | \$488.75 |
| 02/26/24 | 02/27/24 | 4 | \$125.00 | \$106.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|---------|--------------|------------|--------|
| February 2024 | 8 | \$575.00 | \$488.75 | 0.00 |
| March 2024 | 4 | \$125.00 | \$106.25 | 0.00 |
| Totals | 12 | \$700.00 | \$595.00 | 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 | 02/21/24 | 02/27/24 | 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 | - 2- 2- - - | :15/:15 | 4 | \$40.00 | P-6 | 0.00 | BK | 7 | \$280.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 02/21/24 | 02/27/24 | 12121-- | 7 | | \$40.00 | | 0.00 | | | | | | |
| N 2 | WFTX | 02/21/24 | 02/25/24 | 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 | - - - - - 2 | :15/:15 | 2 | \$400.00 | P-3 | 0.00 | BK | 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: | | 02/19/24 | 02/25/24 | - - - - - 1 | 1 | | \$400.00 | | 0.00 | | | | | | |
| N 3 | WFTX | 02/21/24 | 02/27/24 | M-F 4a-5a M-F 4a-5a | CM | M-F 4a-5a | - - - - - | :15/:15 | 0 | \$5.00 | P-6 | 0.00 | BK | 4 | \$20.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 02/19/24 | 02/25/24 | - - WTF- - | 3 | | \$5.00 | | 0.00 | | | | | | |
| Week: | | 02/26/24 | 03/03/24 | MT- - - - - | 1 | | \$5.00 | | 0.00 | | | | | | |
| Totals | | | | | | | | | | | | | 12 | \$700.00 | |