

ORDER



Orders
Order / Rev: 1280364
Alt Order #: WOC14621949
Product Desc: 2024 President Elections
Estimate: 11623
Flight Dates: 04/13/24 - 04/26/24
Original Date / Rev: 04/16/24 / 04/16/24
Order Type: GENERAL

KNXV
Primary AE: Margie MacDonald
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Media Buying and Analytics
Buying Contact:
Billing Contact:
 4355 Cobb Pkwy SE
 Atlanta, GA 30339

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

Advertiser Name: Biden/Democrat/President
Demographic: A35+
Product Codes: Federal Candidate,Presidential
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-3

New Business End:
Advertiser External ID: 255871
Agency External ID: 138770
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/26/24	25	\$51,300.00	\$43,605.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	25	\$51,300.00	\$43,605.00	0.00
Totals	25	\$51,300.00	\$43,605.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald			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
1	KNXV	04/13/24	04/26/24	M-F 6-7am News ABC15 6A NEWS	CM	6:00 AM-7:00 AM	11-1---	1:00	3	\$800.00	P-3	0.00	NM	5	\$4,000.00
(Program: ABC15 6A NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/13/24	04/19/24	11-1---					3	\$800.00		0.00			
Week:		04/20/24	04/26/24	-1-1--					2	\$800.00		0.00			
2	KNXV	04/13/24	04/24/24	M-F Good Morning America GMA	CM	7:00 AM-9:00 AM	1-1----	1:00	2	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
(Program: GMA)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/13/24	04/19/24	1-1----					2	\$1,000.00		0.00			
Week:		04/20/24	04/26/24	1-1----					2	\$1,000.00		0.00			
3	KNXV	04/13/24	04/20/24	Sa 8-9am News ABC15 SAT 8A NEWS	CM	8:00 AM-9:00 AM	-----1-	1:00	1	\$600.00	P-3	0.00	NM	2	\$1,200.00
(Program: ABC15 SAT 8A NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/13/24	04/19/24	-----1-					1	\$600.00		0.00			
Week:		04/20/24	04/26/24	-----1-					1	\$600.00		0.00			
E 4	KNXV	04/13/24	04/26/24	M-F 5-530pm News ABC15 5P NEWS	CM	5:00 PM-5:30 PM	111-1--	1:00	4	\$1,500.00	P-3	0.00	NM	7	\$10,500.00
(Program: ABC15 5P NEWS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/13/24	04/19/24	111-1--					4	\$1,500.00		0.00			

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KNXV

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:		04/20/24	04/26/24	-11-1--					3	\$1,500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>					<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
7	KNXV	04/20/24-04/26/24		M-F 5-530pm News					5:00 PM-5:30 PM	-TW-F----	1:00	(\$1,500.00)	0.00	NM		
See MG 4.8 [program change per v 4/12]																
8	KNXV	04/22/24-04/22/24		M-F 5-530pm News					5:00 PM-5:30 PM	M-----	1:00	\$1,500.00	0.00	NM		
Ⓜ MG for 4.7 04/26																
N 5	KNXV	04/20/24	04/24/24	Wednesday Prime B	CM	8:00 PM-9:00 PM	--1----	1:00	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00	
ABBOTT ELEMENTARY/HOME (Program: ABBOTT ELEMENTARY/HOME EC 2024)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		04/20/24	04/26/24	--1----					1	\$6,000.00		0.00				
1	KNXV	04/20/24-04/26/24		Wednesday Prime B					8:00 PM-9:00 PM	--W-----	1:00	(\$6,000.00)	0.00	NM		
See MG 5.2 [program change per v 4/16]																
2	KNXV	04/20/24-04/26/24		Wednesday Prime C					9-10pm	--W-----	1:00	\$6,000.00	0.00	NM		
Ⓜ MG for 5.1 04/24																
6	KNXV	04/13/24	04/18/24	Thursday Prime B	CM	8:00 PM-9:00 PM	---1---	1:00	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00	
GREYS ANATOMY 2024 (Program: GREYS ANATOMY 2024)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		04/13/24	04/19/24	---1---					1	\$8,000.00		0.00				
E 7	KNXV	04/13/24	04/21/24	Sunday Prime B	CM	7:00 PM-9:00 PM	-----1	1:00	1	\$4,000.00	P-3	0.00	NM	2	\$8,000.00	
AMERICAN IDOL SUN 2024 (Program: AMERICAN IDOL SUN 2024)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		04/13/24	04/19/24	-----1					1	\$4,000.00		0.00				
Week:		04/20/24	04/26/24	-----1					1	\$4,000.00		0.00				
4	KNXV	04/20/24-04/26/24		Sunday Prime B					7:00 PM-9:00 PM	-----Su	1:00	(\$4,000.00)	0.00	NM		
See MG 7.5 [INV CODE N/A- USE ABC WEST COAST SPECIAL AB 4/16]																
5	KNXV	04/20/24-04/26/24		ABC West Coast Special					5-7pm	-----Su	1:00	\$4,000.00	0.00	NM		
Ⓜ MG for 7.4 04/21																
8	KNXV	04/13/24	04/20/24	Sa 10-11pm News	CM	10:00 PM-11:00 PM	PI-----1-	1:00	1	\$800.00	P-3	0.00	NM	2	\$1,600.00	
ABC15 10P NEWS SAT (Program: ABC15 10P NEWS SAT)																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		04/13/24	04/19/24	-----1-					1	\$800.00		0.00				
Week:		04/20/24	04/26/24	-----1-					1	\$800.00		0.00				
9	KNXV	04/15/24	04/15/24	Monday Prime A	CM	658-9pm	M-----	1:00	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00	
Monday Prime A																
		<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	M-----					1	\$8,000.00		0.00				
Totals													25	\$51,300.00		