

# ORDER



**Orders**  
**Order / Rev:** 4368094  
**Alt Order #:**  
**Product Desc:** Mayoral Campaign Media Buy #1  
**Estimate:**  
**Flight Dates:** 03/04/24 - 04/16/24  
**Original Date / Rev:** 02/29/24 / 02/29/24  
**Order Type:** REG

**Panama City WMBB**  
**Primary AE:** WMBB Local House  
**Sales Office:** L-PAN  
**Sales Region:** Loc

**Agency Name:** Neves Media Productions  
**Buying Contact:** Todd Neves  
**Billing Contact:**  
 1609 Lisenby Avenue  
 Panama City, FL 32405

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

**Advertiser Name:** POL/Mark Sheldon/PCBeachMayor/FL  
**Demographic:** HH  
**Product Codes:** PL20  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P4

**Order Brand:**  
**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
03/01/24	03/31/24	43	\$4,310.00	\$3,663.50
04/01/24	04/16/24	28	\$3,160.00	\$2,686.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	43	\$4,310.00	\$3,663.50	0.00
April 2024	28	\$3,160.00	\$2,686.00	0.00
<b>Totals</b>	<b>71</b>	<b>\$7,470.00</b>	<b>\$6,349.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WMBB Local House	L-PAN	Loc	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	WMBB	03/04/24	03/29/24	WMBB 5a News 5:00 AM-6:00 AM	CM	5:00 AM-6:00 AM (5:00 AM-6:00 AM)	MTWTF--	:30	4	\$50.00	P4	0.00	NM	15	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/04/24	03/10/24	MTWTF--		3				\$50.00		0.00			
		Week: 03/11/24	03/17/24	MTWTF--		4				\$50.00		0.00			
		Week: 03/18/24	03/24/24	MTWTF--		4				\$50.00		0.00			
		Week: 03/25/24	03/31/24	MTWTF--		4				\$50.00		0.00			
N 2	WMBB	03/04/24	03/29/24	WMBB 6a News 6:00 AM-7:00 AM	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	11111--	:30	5	\$90.00	P4	0.00	NM	20	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/04/24	03/10/24	11111--		5				\$90.00		0.00			
		Week: 03/11/24	03/17/24	11111--		5				\$90.00		0.00			
		Week: 03/18/24	03/24/24	11111--		5				\$90.00		0.00			
		Week: 03/25/24	03/31/24	11111--		5				\$90.00		0.00			
N 3	WMBB	03/04/24	03/29/24	WMBB 6P News WMBB 6p News	CM	6p-630p	MTWTF--	:30	2	\$220.00	P4	0.00	NM	8	\$1,760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/04/24	03/10/24	MTWTF--		2				\$220.00		0.00			
		Week: 03/11/24	03/17/24	MTWTF--		2				\$220.00		0.00			
		Week: 03/18/24	03/24/24	MTWTF--		2				\$220.00		0.00			
		Week: 03/25/24	03/31/24	MTWTF--		2				\$220.00		0.00			

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 Alt Order #:  
 Flight Dates: 03/04/24 - 04/16/24

Advertiser: POL/Mark Sheldon/PCBeachMayor/FL/  
 Product Desc: Mayoral Campaign Media Buy #1  
 Estimate:

Panama City WMBB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WMBB	04/01/24	04/16/24	WMBB 5a News 5:00 AM-6:00 AM	CM	5:00 AM-6:00 AM (5:00 AM-6:00 AM)	MTWTF--	:30	4	\$50.00	P4	0.00	NM	10	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	MTWTF--					4	\$50.00		0.00			
		Week: 04/08/24	04/14/24	MTWTF--					4	\$50.00		0.00			
		Week: 04/15/24	04/21/24	MT-----					2	\$50.00		0.00			
N 5	WMBB	04/01/24	04/16/24	WMBB 6a News 6:00 AM-7:00 AM	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	MTWTF--	:30	4	\$90.00	P4	0.00	NM	10	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	MTWTF--					4	\$90.00		0.00			
		Week: 04/08/24	04/14/24	MTWTF--					4	\$90.00		0.00			
		Week: 04/15/24	04/21/24	MT-----					2	\$90.00		0.00			
N 6	WMBB	04/01/24	04/15/24	WMBB 6P News WMBB 6p News	CM	6p-630p	MTWTF--	:30	4	\$220.00	P4	0.00	NM	8	\$1,760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	MTWTF--					3	\$220.00		0.00			
		Week: 04/08/24	04/14/24	MTWTF--					4	\$220.00		0.00			
		Week: 04/15/24	04/21/24	M-----					1	\$220.00		0.00			
<b>Totals</b>													71	\$7,470.00	