

ORDER



Magic 106.5 FM

Orders
Order / Rev: 90395
Alt Order #:
Product Desc: March Primary Early Vote Campaign-RE
Estimate:
Flight Dates: 02/20/24 - 03/02/24
Original Date / Rev: 02/19/24 / 02/19/24
Order Type: GENERAL

Primary AE: Chuck Heinz
Sales Office: R-LOC
Sales Region: Local

Agency
Name: Texans for Arrington (A)
Buying Contact:
Billing Contact:
 1312 Texas Ave
 Lubbock, TX 79401

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

Advertiser
Name: Texans for Arrington (A)
Demographic: HH
Product Codes: PL1
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: CAND/POL
Priority: P-3

New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: Local
Order Separation: 00:45:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/01/24	02/29/24	72	\$1,200.00	\$1,020.00
03/01/24	03/01/24	14	\$225.00	\$191.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2024	72	\$1,200.00	\$1,020.00	0.00
March 2024	14	\$225.00	\$191.25	0.00
Totals	86	\$1,425.00	\$1,211.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Chuck Heinz			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	KXTQF	02/20/24	03/02/24	M-F MORNING DRIVE	CM	6AM-10AM	33333--	1:00	15	\$15.00	P-3	0.00	NM	27	\$405.00
				M-F MORNING DRIVE											
		<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	-3333--		12				\$15.00		0.00			
		Week: 02/26/24	03/03/24	33333--		15				\$15.00		0.00			
N 2	KXTQF	02/20/24	03/02/24	M-F MIDDAY	CM	11:00 AM-2:00 PM	33333--	1:00	15	\$20.00	P-3	0.00	NM	27	\$540.00
				M-F MIDDAY		(11:00 AM-2:00 PM)									
		<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	-3333--		12				\$20.00		0.00			
		Week: 02/26/24	03/03/24	33333--		15				\$20.00		0.00			
N 3	KXTQF	02/20/24	03/02/24	M-F AFTERNOON DRIVE	CM	3PM-7PM	33333--	1:00	15	\$15.00	P-3	0.00	NM	27	\$405.00
				M-F AFTERNOON DRIVE											
		<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	-3333--		12				\$15.00		0.00			
		Week: 02/26/24	03/03/24	33333--		15				\$15.00		0.00			
N 4	KXTQF	03/01/24	03/01/24	M-F PRIME	CM	6AM-7PM	-----5--	1:00	5	\$15.00	P-3	0.00	NM	5	\$75.00
				M-F 6AM-7PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/26/24	03/03/24	-----5--		5				\$15.00		0.00			
													Totals	86	\$1,425.00



February 19, 2024

Presented to: Louis Rice

Presented by: Chuck Heinz

Re: Campaign to reelect Jodey Arrington

Objective: *Get voters to the polls

***Vote for Congressman Arrington**

***Reach voters**

Proposal:

Campaign date is 2/20/24 thru 3/1/24

Double T 97 3

2x per day Monday thru Friday 6am-10am 2/20-3/1-three weeks

2x per day Monday thru Friday 3pm-6pm 2/20-3/1-three weeks

Total of 18 :60 announcements @ \$60 per commercial-6am-10am

Total of 18 :60 announcements @ \$70 per commercial-3pm-7pm

Double T 97 3 Investment: \$2,340

Magic 106 5

3x per day Monday thru Friday 6am-10am 2/20-3/1-three weeks

3x per day Monday thru Friday 11a-2pm 2/20-3/1-three weeks

3x per day Monday thru Friday 3pm-7pm 2/20-3/1-three weeks

5x 3/1/24 only 6am-7pm

Total of 86 announcements-27 per daypart & 5x 3/1 only 6am-7pm

6am-10am @ \$15 \$405

11am-2pm @ \$20 \$540

3pm-7pm @ \$15 \$405

6am-7pm 5x @ \$15 \$75

Magic 106 5 Investment: \$1,425

937 The Eagle

3x per day Monday thru Friday 7am-9am 2/20-3/1-three weeks

3x per day Monday thru Friday 3pm-6pm 2/20-3/1-three weeks

Total of 54 announcements-27 per daypart

7am-9am @ \$20 \$540

3pm-6pm @ \$15 \$405

937 The Eagle Investment: \$945

969 The Bull

2x per day Monday thru Friday 6am-10am 2/20-3/1-three weeks

2x per day Monday thru Friday 3pm-7pm 2/20-3/1-three weeks

Total of 36 announcements-18 per daypart

6am-10am @ \$20 \$360

3pm-7pm @ \$20 \$360

969 The Bull Investment: \$720

Sunny 977

5x per day Monday thru Friday 6am-7pm 2/20-3/1-three weeks

Total of 45 announcements

6am-7pm @ \$12 \$720

Sunny 977 FM Investment: \$540

Total Investment of \$5,970

Commercials will air 2/20/24-3/1/24