

WOC14482497 [00.00]

Order Printout



Order Status: Confirmed	Start/End Dates: 01/30/24 - 02/05/24	C/P/E: 1155 / 1853 / 16175
Traffic Order #: 3408897	Agency: American Media & Advocacy Group	Product Desc.: NC GOV
Buyer Order #: 13172807	Advertiser: The Bill Graham Committee	Estimate Desc.: TV Jan 30 - Feb 5
AE: Unassigned	Buyer: AMAG MediaAssistant	Total Cost: \$8,880.00 (Cash)
Property: WITN TV	Primary Demo: [N] Adults 55+ (RTG)	Received Date: 1/26/24 7:54 AM
Sales Region: Local		

Comments:

Separation: 30PopulationBuyType: CPP

List Items							Spots												Totals		[N] Adults 55+				
Line	Program	ST	Len	Time	Days TWTFFSS M	Rate	Jan 30														Total Spots	Total Cost	RTG	GRP	CPP
1	WITN NWS-SNRS	NM	:30	6:00 AM-7:00 AM	--T---	180.00	1														1	180.00	3.60	3.60	50.00
(Program: WITN NWS-SNRS)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
1	WITN NWS-SNRS	NM	:30	6:00 AM-7:00 AM	---F---	180.00	1														1	180.00	3.60	3.60	50.00
(Program: WITN NWS-SNRS)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
1	WITN NWS-SNRS	NM	:30	6:00 AM-7:00 AM	-W----	180.00	1														1	180.00	3.60	3.60	50.00
(Program: WITN NWS-SNRS)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
1	WITN NWS-SNRS	NM	:30	6:00 AM-7:00 AM	-----M	180.00	1														1	180.00	3.60	3.60	50.00
(Program: WITN NWS-SNRS)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
1	WITN NWS-SNRS	NM	:30	6:00 AM-7:00 AM	T-----	180.00	1														1	180.00	3.60	3.60	50.00
(Program: WITN NWS-SNRS)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
2	TODAY SHW	NM	:30	7:00 AM-9:00 AM	--T---	175.00	1														1	175.00	3.30	3.30	53.03
(Program: TODAY SHW)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
2	TODAY SHW	NM	:30	7:00 AM-9:00 AM	---F---	175.00	1														1	175.00	3.30	3.30	53.03
(Program: TODAY SHW)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
2	TODAY SHW	NM	:30	7:00 AM-9:00 AM	-W----	175.00	1														1	175.00	3.30	3.30	53.03
(Program: TODAY SHW)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									

List Items							Spots													Totals		[N] Adults 55+		
Line	Program	ST	Len	Time	Days TWTFSS M	Rate	Jan 30												Total Spots	Total Cost	RTG	GRP	CPP	
2	TODAY SHW	NM	:30	7:00 AM-9:00 AM	-----M	175.00	1												1	175.00	3.30	3.30	53.03	
(Program: TODAY SHW)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
2	TODAY SHW	NM	:30	7:00 AM-9:00 AM	T-----	175.00	1												1	175.00	3.30	3.30	53.03	
(Program: TODAY SHW)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
3	SATURDAY TODAY	NM	:30	8:00 AM-9:30 AM	----S--	135.00	1												1	135.00	3.00	3.00	45.00	
(Program: SATURDAY TODAY)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
4	SUN TODAY-NBC	NM	:30	9:00 AM-10:00 AM	-----S-	110.00	1												1	110.00	3.59	3.59	30.64	
(Program: SUN TODAY-NBC)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
5	WITN NEW - 530	NM	:30	5:30 PM-6:00 PM	--T---	160.00	1												1	160.00	4.50	4.50	35.56	
(Program: WITN NEW - 530)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
5	WITN NEW - 530	NM	:30	5:30 PM-6:00 PM	T-----	160.00	1												1	160.00	4.50	4.50	35.56	
(Program: WITN NEW - 530)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
5	WITN NEW - 530	NM	:30	5:30 PM-6:00 PM	-----M	160.00	1												1	160.00	4.50	4.50	35.56	
(Program: WITN NEW - 530)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
6	WITN NEWS-6	NM	:30	6:00 PM-6:30 PM	--T---	275.00	1												1	275.00	6.00	6.00	45.83	
(Program: WITN NEWS-6)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
6	WITN NEWS-6	NM	:30	6:00 PM-6:30 PM	---F---	275.00	1												1	275.00	6.00	6.00	45.83	
(Program: WITN NEWS-6)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
6	WITN NEWS-6	NM	:30	6:00 PM-6:30 PM	-W-----	275.00	1												1	275.00	6.00	6.00	45.83	
(Program: WITN NEWS-6)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
6	WITN NEWS-6	NM	:30	6:00 PM-6:30 PM	-----M	275.00	1												1	275.00	6.00	6.00	45.83	
(Program: WITN NEWS-6)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
6	WITN NEWS-6	NM	:30	6:00 PM-6:30 PM	T-----	275.00	1												1	275.00	6.00	6.00	45.83	
(Program: WITN NEWS-6)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
7	NBC NITELY NWS	NM	:30	6:30 PM-7:00 PM	--T---	360.00	1												1	360.00	7.60	7.60	47.37	
(Program: NBC NITELY NWS)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
7	NBC NITELY NWS	NM	:30	6:30 PM-7:00 PM	---F---	360.00	1												1	360.00	7.60	7.60	47.37	
(Program: NBC NITELY NWS)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
7	NBC NITELY NWS	NM	:30	6:30 PM-7:00 PM	-W-----	360.00	1												1	360.00	7.60	7.60	47.37	
(Program: NBC NITELY NWS)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
7	NBC NITELY NWS	NM	:30	6:30 PM-7:00 PM	-----M	360.00	1												1	360.00	7.60	7.60	47.37	
(Program: NBC NITELY NWS)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
7	NBC NITELY NWS	NM	:30	6:30 PM-7:00 PM	T-----	360.00	1												1	360.00	7.60	7.60	47.37	
(Program: NBC NITELY NWS)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								
8	WITN NW-6 WK	NM	:30	6:00 PM-6:30 PM	----S--	200.00	1												1	200.00	3.10	3.10	64.52	
(Program: WITN NW-6 WK)1Q24 - GREENVILLE-N.BERN-WASHNGTN																								

List Items							Spots														Totals		[N] Adults 55+		
Line	Program	ST	Len	Time	Days TWTFSS	Rate	Jan 30												Total Spots	Total Cost	RTG	GRP	CPP		
9	WITN NW-6 WK	NM	:30	6:00 PM-6:30 PM	-----S-	185.00	1												1	185.00	4.92	4.92	37.60		
(Program: WITN NW-6 WK)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
10	WHEEL/JEOPARDY	NM	:30	7:00 PM-8:00 PM	--T---	280.00	1												1	280.00	6.40	6.40	43.75		
(Program: WHEEL/JEOPARDY)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
10	WHEEL/JEOPARDY	NM	:30	7:00 PM-8:00 PM	---F---	280.00	1												1	280.00	6.40	6.40	43.75		
(Program: WHEEL/JEOPARDY)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
10	WHEEL/JEOPARDY	NM	:30	7:00 PM-8:00 PM	-W----	280.00	1												1	280.00	6.40	6.40	43.75		
(Program: WHEEL/JEOPARDY)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
10	WHEEL/JEOPARDY	NM	:30	7:00 PM-8:00 PM	-----M	280.00	1												1	280.00	6.40	6.40	43.75		
(Program: WHEEL/JEOPARDY)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
10	WHEEL/JEOPARDY	NM	:30	7:00 PM-8:00 PM	T-----	280.00	1												1	280.00	6.40	6.40	43.75		
(Program: WHEEL/JEOPARDY)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
11	WITN NWS-11	NM	:30	11:00 PM-11:35 PM	--T---	200.00	1												1	200.00	3.20	3.20	62.50		
(Program: WITN NWS-11)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
11	WITN NWS-11	NM	:30	11:00 PM-11:35 PM	---F---	200.00	1												1	200.00	3.20	3.20	62.50		
(Program: WITN NWS-11)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
11	WITN NWS-11	NM	:30	11:00 PM-11:35 PM	-W----	200.00	1												1	200.00	3.20	3.20	62.50		
(Program: WITN NWS-11)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
11	WITN NWS-11	NM	:30	11:00 PM-11:35 PM	-----M	200.00	1												1	200.00	3.20	3.20	62.50		
(Program: WITN NWS-11)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
11	WITN NWS-11	NM	:30	11:00 PM-11:35 PM	T-----	200.00	1												1	200.00	3.20	3.20	62.50		
(Program: WITN NWS-11)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
12	WITN NWS-11-W	NM	:30	11:00 PM-11:30 PM	---S--	210.00	1												1	210.00	3.00	3.00	70.00		
(Program: WITN NWS-11-W)1Q24 - GREENVILLE-N.BERN-WASHNGTN																									
13	WITN NWS-11-W	NM	:30	11:00 PM-11:30 PM	-----S-	210.00	1												1	210.00	3.00	3.00	70.00		
(Program: WITN NWS-11-W)1Q24 - GREENVILLE-N.BERN-WASHNGTN - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF WITN NWS-11 WK Sun 11:00p-11:30p IN Aug/2023LS ON WITN ADJUSTED TO THE Mar/2023LS TP HUT LEVEL.																									
Spot Totals:							39												39	8880.00		184.61			
[N] Adults 55+ GRP:							184.61																		
Rate Totals:							8880.00																		

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
February	39	\$8,880.00	184.61				