

# ORDER



**Orders**  
**Order / Rev:** 2912535  
**Alt Order #:** WOC14647986  
**Product Desc:** AZ 2024  
**Estimate:** 16583  
**Flight Dates:** 05/14/24 - 05/20/24  
**Original Date / Rev:** 05/13/24 / 05/13/24  
**Order Type:** General

**KMSB**  
**Primary AE:** Taylor Fritsch  
**Sales Office:** TSWAS  
**Sales Region:** NAT

**Agency Name:** American Media & Advocacy Group / I  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

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

**Advertiser Name:** POL/ Kari Lake / NRSC / R / US Senate  
**Demographic:** HH  
**Product Codes:** PL-Candidate: US Senate (LUR)  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Candidate  
**Priority:** P04

**New Business End:**  
**Advertiser External ID:** M234008  
**Agency External ID:** 9204AG  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/20/24	12	\$1,650.00	\$1,402.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	12	\$1,650.00	\$1,402.50	0.00
<b>Totals</b>	<b>12</b>	<b>\$1,650.00</b>	<b>\$1,402.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Taylor Fritsch			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KMSB	8%	\$1,650.00
Market	100%	\$20,625.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBGF	0%	\$0.00
KGUN	0%	\$0.00
KHRR	0%	\$0.00
KOLD	0%	\$0.00
KTTU	0%	\$0.00
KUAS	0%	\$0.00
KUAT	0%	\$0.00
KUVE	0%	\$0.00
KVOA	0%	\$0.00
KWBA	0%	\$0.00
KXGR	0%	\$0.00
UNKWN	92%	\$18,975.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMSB	05/14/24	05/20/24	Local News @ 7a M-F DAYBREAK	CM	7:00 AM-8:00 AM	11-1---	:30	3	\$50.00	P03	0.00	NM	3	\$150.00

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 Product Desc: AZ 2024  
 Estimate: 16583  
**KMSB**

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: 05/14/24	05/20/24	11-1---		3				\$50.00		0.00			
N 2	KMSB	05/14/24	05/17/24	Local News @ 8a M-F DAYBREAK	CM	8:00 AM-9:00 AM	--1-1--	:30	2	\$50.00	P03	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/13/24	05/19/24	--1-1--		2				\$50.00		0.00			
N 3	KMSB	05/14/24	05/20/24	Local News @ 530p M-FCM FOX11 530P EARLY NEWS		5:30 PM-6:00 PM	11-1---	:30	3	\$100.00	P03	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/24	05/20/24	11-1---		3				\$100.00		0.00			
N 4	KMSB	05/14/24	05/20/24	Local News @ 9-930p MFM FOX11 NEWS AT NINE		9:00 PM-9:30 PM	111-1--	:30	4	\$275.00	P02	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/24	05/20/24	111-1--		4				\$275.00		0.00			
													Totals	12	\$1,650.00