

ORDER



Orders

Order / Rev:

2866276

Alt Order #:

WOC14507292

Product Desc:

372 / 402 / 1679 - Drew Darby for TX HD

Estimate:

1679 - Drew Darby for TX HD-72 (Odess

Flight Dates:

02/23/24 - 03/03/24

Original Date / Rev:

02/22/24 / 02/22/24

Order Type:

General

KWES

Primary AE:

Aleesha Maewall

Sales Office:

TSWAS

Sales Region:

NAT

Agency

Name:

Political Communications Advertising

Buying Contact:

Billing Contact:

11 East 44th Street, Suite 303

New York, NY 10017

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

POL/ Drew Darby / R / State House / T

Demographic:

A50+

Product Codes:

PL-Candidate: State House

Revenue Code 1:

AGY

Revenue Code 2:

(POL) Political

Revenue Code 3:

(POL) Candidate

Priority:

P04

New Business End:

Advertiser External ID:

M228899

Agency External ID:

21047AG

Unit Code:

General

Order Separation:

00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/29/24	02/25/24	7	\$1,275.00	\$1,083.75
02/26/24	03/01/24	5	\$930.00	\$790.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2024	7	\$1,275.00	\$1,083.75	31.04
March 2024	5	\$930.00	\$790.50	21.14
Totals	12	\$2,205.00	\$1,874.25	52.18

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aleesha Maewall			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KWES	20%	\$2,205.00
Market	100%	\$11,025.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KMID	0%	\$0.00
KOSA	0%	\$0.00
KPBT	0%	\$0.00
KPEJ	0%	\$0.00
KTEL	0%	\$0.00
KUPB	0%	\$0.00
KWWT	0%	\$0.00
UNKWN	80%	\$8,820.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KWES	02/23/24	03/01/24	Local News @ 5a M-F	CM	5-6a	MTWTF--	:30	2	\$35.00	P03	0.86	NM	4	\$140.00
Local News @ 5a M-F															
		<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	----F--			2			\$35.00		0.86			
Week:		02/26/24	03/03/24	MTWTF--			2			\$35.00		0.86			

Order / Rev: 2866276  
 Alt Order #: WOC14507292  
 Flight Dates: 02/23/24 - 03/03/24

Advertiser: POL/ Drew Darby / R / State House / TX  
 Product Desc: 372 / 402 / 1679 - Drew Darby for TX HD  
 Estimate: 1679 - Drew Darby for TX HD-72 (Odessa)  
**KWES**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KWES	02/23/24	03/01/24	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	MTWTF--	:30	2	\$200.00	P03	3.78	NM	3	\$600.00
		<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	----F--		2				\$200.00		3.78			
		Week: 02/26/24	03/03/24	MTWTF--		1				\$200.00		3.78			
N 3	KWES	02/23/24	03/01/24	Local News @ 4p M-F Local News @ 4p M-F	CM	4-430p	MTWTF--	:30	1	\$230.00	P03	5.36	NM	2	\$460.00
		<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	----F--		1				\$230.00		5.36			
		Week: 02/26/24	03/03/24	MTWTF--		1				\$230.00		5.36			
N 4	KWES	02/23/24	03/01/24	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	1	\$430.00	P03	10.28	NM	2	\$860.00
		<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	----F--		1				\$430.00		10.28			
		Week: 02/26/24	03/03/24	MTWTF--		1				\$430.00		10.28			
N 5	KWES	02/24/24	02/24/24	Local News @ 10p Sa Local News @ 10p Sa	CM	10-1030p	-----S-	:30	1	\$145.00	P03	6.12	NM	1	\$145.00
		<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	-----S-		1				\$145.00		6.12			
Totals														12	\$2,205.00