

Monticello Media  
 481 Hillsdale Dr Suite 300  
 Charlottesville, Virginia 22901



Advertiser: BEA LAPISTO KIRTLEY  
 Order #: 4810363400408  
 Contract #: 39515  
 Date Entered: 10/31/2023  
 Last Modified: 11/01/2023  
 Product: Bea LaPisto Kirtley 2023  
 Salesperson: Mike Chiumento  
 Billing Cycle: Calendar Month  
 Estimate #:

LIFEVIEW MARKETING & VISIALS  
 513 East Market Street, 993  
 Charlottesville, Virginia 22902

Order Date Range: 11/02/2023 through 11/07/2023 (1 weeks)  
 Media Outlets: WCYK-FM, WHITE-FM

**On-Air Schedule**

#	Dates	Station	Time/Program	Len	Mo	Tu	We	Th	Fr	Sa	Su	S/W	Rate	Qty	Total
1	11/02/23-11/03/23	WCYK-FM	06:00AM-10:00AM	30	--	--	--	2	2	--	--	4	20.00	4	80.00
2	11/02/23-11/03/23	WCYK-FM	10:00AM-03:00PM	30	--	--	--	2	2	--	--	4	18.00	4	72.00
3	11/02/23-11/03/23	WCYK-FM	03:00PM-07:00PM	30	--	--	--	2	2	--	--	4	20.00	4	80.00
4	11/04/23-11/05/23	WCYK-FM	06:00AM-10:00AM	30	--	--	--	--	--	2	2	4	10.00	4	40.00
5	11/04/23-11/05/23	WCYK-FM	10:00AM-03:00PM	30	--	--	--	--	--	3	3	6	10.00	6	60.00
6	11/04/23-11/05/23	WCYK-FM	03:00PM-07:00PM	30	--	--	--	--	--	3	3	6	10.00	6	60.00
7	11/06/23-11/07/23	WCYK-FM	06:00AM-10:00AM	30	3	3	--	--	--	--	--	6	20.00	6	120.00
8	11/06/23-11/07/23	WCYK-FM	10:00AM-03:00PM	30	3	3	--	--	--	--	--	6	18.00	6	108.00
9	11/06/23-11/07/23	WCYK-FM	03:00PM-07:00PM	30	3	2	--	--	--	--	--	5	20.00	5	100.00
10	11/02/23-11/03/23	WHITE-FM	06:00AM-10:00AM	30	--	--	--	2	2	--	--	4	20.00	4	80.00
11	11/02/23-11/03/23	WHITE-FM	10:00AM-03:00PM	30	--	--	--	2	2	--	--	4	19.00	4	76.00
12	11/02/23-11/03/23	WHITE-FM	03:00PM-07:00PM	30	--	--	--	2	3	--	--	5	20.00	5	100.00
13	11/04/23-11/05/23	WHITE-FM	06:00AM-10:00AM	30	--	--	--	--	--	2	2	4	10.00	4	40.00
14	11/04/23-11/05/23	WHITE-FM	10:00AM-03:00PM	30	--	--	--	--	--	3	3	6	10.00	6	60.00
15	11/04/23-11/05/23	WHITE-FM	03:00PM-07:00PM	30	--	--	--	--	--	3	3	6	15.00	6	90.00
16	11/06/23-11/07/23	WHITE-FM	06:00AM-10:00AM	30	3	3	--	--	--	--	--	6	20.00	6	120.00
17	11/06/23-11/07/23	WHITE-FM	10:00AM-03:00PM	30	3	3	--	--	--	--	--	6	19.00	6	114.00
18	11/06/23-11/07/23	WHITE-FM	03:00PM-07:00PM	30	3	2	--	--	--	--	--	5	20.00	5	100.00

**Station Totals**

Station	On-Air Count	Digital Count	Web Count	Other Count	Gross Billing	Commission	Net Billing
WCYK-FM	45	0	0	0	\$720.00	\$108.00	\$612.00
WHITE-FM	46	0	0	0	\$780.00	\$117.00	\$663.00
<b>Totals</b>	<b>91</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>\$1,500.00</b>	<b>\$225.00</b>	<b>\$1,275.00</b>

**Total Charges: \$1,500.00**  
**Agency Commission: \$225.00**  
**Total Net: \$1,275.00**

**Projected Billing By Calendar Month Month**

Month	Year	Gross Billing	Net Billing
November	2023	\$1,500.00	\$1,275.00
<b>Totals</b>		<b>\$1,500.00</b>	<b>\$1,275.00</b>