

ORDER



Orders
Order / Rev: 2041009
Alt Order #: WOC12599886
Product Desc: issue
Estimate: 8585
Flight Dates: 07/08/20 - 07/14/20
Original Date / Rev: 07/09/20 / 07/09/20
Order Type: RFP

Primary AE: Kristen Waskie
Sales Office: TSPHI
Sales Region: NAT

WZZM 13

Agency Name: Waterfront Strategies / POL
Buying Contact: Elizabeth Nielsen
Billing Contact: Amanda Adams
 3050 K Street NW Suite 100
 Washington, DC 20007

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

Advertiser Name: ISS/ Protect Our Care
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue

New Business Thru:
Advertiser External ID: 130874
Agency External ID: 10957AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/01/20	07/14/20	55	\$16,255.00	\$13,816.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2020	55	\$16,255.00	\$13,816.75	0.00
Totals	55	\$16,255.00	\$13,816.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WZZM 13	12%	\$16,255.00
Market	100%	\$135,458.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EWMT	0%	\$0.00
UNKWN	0%	\$0.00
WOOD	37%	\$50,119.58
WOTV	4%	\$5,418.33
WWMT	34%	\$46,055.83
WXMI	13%	\$17,609.58
WXSP	0%	\$0.00
WZPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WZZM	07/08/20	07/14/20	Local News @ 6a M-F 13OYS-6AM	CM	6-7a	MTWTF--	:30	3	\$300.00	P03	0.00	NM	3	\$900.00
(Program: 13OYS-6AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/08/20	07/14/20	MTWTF--		3		\$300.00		0.00					
N 2	WZZM	07/08/20	07/14/20	Good Morning America GD MRN AMR-ABC	CM	7-9a	MTWTF--	:30	4	\$325.00	P03	0.00	NM	4	\$1,300.00

Order / Rev: 2041009
 Alt Order #: WOC12599886
 Flight Dates: 07/08/20 - 07/14/20

Advertiser: ISS/ Protect Our Care
 Product Desc: issue
 Estimate: 8585
WZZM 13

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: GD MRN AMR-ABC)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/08/20	07/14/20	MTWTF--					4	\$325.00		0.00			
N 3	WZZM	07/08/20	07/11/20	Local News @ 7a Sa WZZM WK-NWS SA	CM	7-8a	-----S-	:30	1	\$150.00	P03	0.00	NM	1	\$150.00
(Program: WZZM WK-NWS SA)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/06/20	07/12/20	-----S-					1	\$150.00		0.00			
N 4	WZZM	07/08/20	07/11/20	Good Morning America 8M GD MRN-SAT-ABC	CM	8-9a Sa	-----S-	:30	1	\$175.00	P03	0.00	NM	1	\$175.00
(Program: GD MRN-SAT-ABC)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/06/20	07/12/20	-----S-					1	\$175.00		0.00			
N 5	WZZM	07/08/20	07/11/20	Good Morning America 9M AVG. ALL WKS	CM	9-10a Sa	-----S-	:30	1	\$150.00	P03	0.00	NM	1	\$150.00
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/06/20	07/12/20	-----S-					1	\$150.00		0.00			
N 6	WZZM	07/08/20	07/12/20	Good Morning America 8M GD MRN-SUN-ABC	CM	8-9a	-----S	:30	1	\$175.00	P03	0.00	NM	1	\$175.00
(Program: GD MRN-SUN-ABC)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/06/20	07/12/20	-----S					1	\$175.00		0.00			
N 7	WZZM	07/08/20	07/12/20	Local News @ 9a Su WZZM13NW-SU9A	CM	9-10a	-----S	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
(Program: WZZM13NW-SU9A)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/06/20	07/12/20	-----S					1	\$200.00		0.00			
N 8	WZZM	07/08/20	07/14/20	My West Michigan 9-10a MY WEST MI	CM	9-10a	MTWTF--	:30	4	\$100.00	P03	0.00	NM	4	\$400.00
(Program: MY WEST MI)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/08/20	07/14/20	MTWTF--					4	\$100.00		0.00			
N 9	WZZM	07/08/20	07/14/20	The View VIEW-ABC<	CM	11a-12n	MTWTF--	:30	4	\$100.00	P03	0.00	NM	4	\$400.00
(Program: VIEW-ABC<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/08/20	07/14/20	MTWTF--					4	\$100.00		0.00			
N 10	WZZM	07/08/20	07/14/20	Local News @ 12p M-F MY WEST MI	CM	12-1p	MTWTF--	:30	2	\$250.00	P02	0.00	NM	2	\$500.00
(Program: MY WEST MI)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/08/20	07/14/20	MTWTF--					2	\$250.00		0.00			
N 11	WZZM	07/08/20	07/14/20	General Hospital GENRL HOSPITAL<	CM	2-3p	MTWTF--	:30	4	\$175.00	P03	0.00	NM	4	\$700.00
(Program: GENRL HOSPITAL<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/08/20	07/14/20	MTWTF--					4	\$175.00		0.00			
N 12	WZZM	07/08/20	07/14/20	Judge Judy 4-430p JUDGE JUDY<	CM	4-430p	MTWTF--	:30	3	\$250.00	P03	0.00	NM	3	\$750.00
(Program: JUDGE JUDY<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/08/20	07/14/20	MTWTF--					3	\$250.00		0.00			
N 13	WZZM	07/08/20	07/14/20	Judge Judy 430-5p JUDGE JUDY B<	CM	430-5p	MTWTF--	:30	3	\$275.00	P03	0.00	NM	3	\$825.00
(Program: JUDGE JUDY B<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/08/20	07/14/20	MTWTF--					3	\$275.00		0.00			
N 14	WZZM	07/08/20	07/14/20	Local News @ 5p M-F 13OYS-5PM	CM	5-530p	MTWTF--	:30	3	\$300.00	P03	0.00	NM	3	\$900.00
(Program: 13OYS-5PM)															

Order / Rev: 2041009
 Alt Order #: WOC12599886
 Flight Dates: 07/08/20 - 07/14/20

Advertiser: ISS/ Protect Our Care
 Product Desc: issue
 Estimate: 8585

WZZM 13

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WZZM	07/08/20	07/14/20	Local News @ 6p M-F 13OYS-6PM	CM	6-630p	MTWTF--	:30	3	\$500.00	P03	0.00	NM	3	\$1,500.00
(Program: 13OYS-6PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/08/20	07/14/20	MTWTF--			3			\$300.00			0.00		
N 16	WZZM	07/08/20	07/14/20	ABC World News ABC-WORLD NWS<	CM	630-7p	MTWTF--	:30	1	\$1,000.00	P03	0.00	NM	1	\$1,000.00
(Program: ABC-WORLD NWS<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/08/20	07/14/20	MTWTF--			3			\$500.00			0.00		
N 17	WZZM	07/08/20	07/11/20	Local News @ 630p Sa AVG. ALL WKS	CM	630-7p	-----S-	:30	1	\$400.00	P03	0.00	NM	1	\$400.00
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/06/20	07/12/20	-----S-			1			\$400.00			0.00		
N 18	WZZM	07/08/20	07/12/20	Local News @ 630p Su WZZM13NW SU630	CM	630-7p	-----S	:30	1	\$500.00	P03	0.00	NM	1	\$500.00
(Program: WZZM13NW SU630)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/06/20	07/12/20	-----S			1			\$500.00			0.00		
N 19	WZZM	07/08/20	07/14/20	LN (M-Su) VARIOUS	CM	11-1135p	MTWTF--	:30	3	\$275.00	P03	0.00	NM	3	\$825.00
(Program: VARIOUS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/08/20	07/14/20	MTWTF--			3			\$275.00			0.00		
N 20	WZZM	07/08/20	07/11/20	LN (M-Su) 13OYS-11PM<	CM	11-1135p	-----S-	:30	1	\$250.00	P03	0.00	NM	1	\$250.00
(Program: 13OYS-11PM<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/06/20	07/12/20	-----S-			1			\$250.00			0.00		
N 21	WZZM	07/08/20	07/12/20	Local News @ 11p Su 13OYS-11PM<	CM	11-1135p	-----S	:30	1	\$300.00	P03	0.00	NM	1	\$300.00
(Program: 13OYS-11PM<)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/06/20	07/12/20	-----S			1			\$300.00			0.00		
N 22	WZZM	07/08/20	07/14/20	Jimmy Kimmel Jimmy Kimmel Live	CM	1135p-1237x	MTWTF--	:30	3	\$85.00	P03	0.00	NM	3	\$255.00
(Program: Jimmy Kimmel Live)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/08/20	07/14/20	MTWTF--			3			\$85.00			0.00		
N 23	WZZM	07/13/20	07/13/20	Mon Prime Other CMA Best of Fest	CM	8-10p	M-----	:30	1	\$900.00	P03	0.00	NM	1	\$900.00
(Program: Bachelor)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/08/20	07/14/20	M-----			1			\$900.00			0.00		
N 24	WZZM	07/14/20	07/14/20	Tue Prime A 20/20 Special	CM	8-9p	-T-----	:30	1	\$450.00	P03	0.00	NM	1	\$450.00
(Program: AVG. ALL WKS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/08/20	07/14/20	-T-----			1			\$450.00			0.00		
N 25	WZZM	07/14/20	07/14/20	Tue Prime C What Would You DO?	CM	10-11p	-T-----	:30	1	\$550.00	P03	0.00	NM	1	\$550.00
(Program: Genetic Detective)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/08/20	07/14/20	-T-----			1			\$550.00			0.00		
N 26	WZZM	07/08/20	07/10/20	Fri Prime Other 20/20	CM	2-hr program (9:00 PM-11:00 PM)	----F--	:30	1	\$300.00	P04	0.00	NM	1	\$300.00
(Program: 20/20)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		07/08/20	07/14/20	----F--			1			\$300.00			0.00		

Order / Rev: 2041009
 Alt Order #: WOC12599886
 Flight Dates: 07/08/20 - 07/14/20

Advertiser: ISS/ Protect Our Care
 Product Desc: issue
 Estimate: 8585

WZZM 13

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: 07/06/20	07/12/20	----F--		1				\$300.00		0.00			
N27	WZZM	07/08/20	07/12/20	Sun Prime A AFHV	CM	7-8p	-----S	:30	1	\$750.00	P03	0.00	NM	1	\$750.00
(Program: AFHV)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/06/20	07/12/20	-----S		1				\$750.00		0.00			
N28	WZZM	07/08/20	07/12/20	Sun Prime C Press Your Luck	CM	9-10p	-----S	:30	1	\$750.00	P03	0.00	NM	1	\$750.00
(Program: Press Your Luck)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/06/20	07/12/20	-----S		1				\$750.00		0.00			
													Totals	55	\$16,255.00