

ORDER



Orders
Order / Rev: 1289174
Alt Order #: WOC14652041
Product Desc: issue
Estimate: 13279
Flight Dates: 10/15/24 - 10/21/24
Original Date / Rev: 05/15/24 / 05/16/24
Order Type: GENERAL

Primary AE: Christopher Murphy
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact: Rick Weiner
 3050 K Street NW
 Washington, DC 20007

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

Advertiser Name: Future Forward USA Action
Demographic: A35+
Product Codes: Non-Ballot Issue
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: DEF

New Business End:
Advertiser External ID: 264651
Agency External ID: 123989
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/30/24	10/21/24	20	\$15,275.00	\$12,983.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	20	\$15,275.00	\$12,983.75	0.00
Totals	20	\$15,275.00	\$12,983.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Murphy			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WXMI	10/15/24	10/21/24	M-F 11am-12pm M-F 11am-12pm	CM	11:00 AM-12:00 P	MTWTF--	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
(Program: DREW BARRYMORE) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of The Drew Barrymore Show on WXMI airing 109 times on 9/26/2022, 9/27/2022, 9/28/2022, 9/29/2022, 9/30/2022, 10/3/2022, 10/4/2022, 10/5/2022, 10/6/2022, 10/7/2022, 10/10/2022, 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/15/24	10/21/24	MTWTF--			3	\$300.00	0.00						
N 2	WXMI	10/15/24	10/21/24	M-F 12-1pm M-F 12-1pm	CM	12:00 PM-1:00 PM	MTWTF--	:30	3	\$225.00	P-1	0.00	NM	3	\$675.00
(Program: WE THE PEOPLE) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of The Drew Barrymore Show on WXMI airing 109 times on 9/26/2022, 9/27/2022, 9/28/2022, 9/29/2022, 9/30/2022, 10/3/2022, 10/4/2022, 10/5/2022, 10/6/2022, 10/7/2022, 10/10/2022, 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/15/24	10/21/24	MTWTF--			3	\$225.00	0.00						
N 3	WXMI	10/15/24	10/21/24	M-F 2-3pm M-F 2-3pm	CM	2:00 PM-2:30 PM (2:00 PM-2:30 PM)	MTWTF--	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
(Program: 48 HOURS 2P) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of The List on WXMI airing 33 times on 9/26/2022, 9/27/2022, 9/28/2022, 9/29/2022, 9/30/2022, 10/3/2022, 10/4/2022, 10/5/2022, 10/6/2022, 10/7/2022, 10/10/2022, 10/14/2022, 10/17															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		10/15/24	10/21/24	MTWTF--			3	\$450.00	0.00						

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Advertiser: Future Forward USA Action
 Product Desc: issue
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WXMI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																																
N 4	WXMI	10/15/24	10/21/24	M-F 3-4pm M-F 3-4pm	CM	3:00 PM-4:00 PM	MTWTF--	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00																																
(Program: DATELINE) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of Dateline on WXMI airing 46 times on 9/26/2022, 9/27/2022, 9/28/2022, 9/29/2022, 9/30/2022, 10/3/2022, 10/4/2022, 10/5/2022, 10/6/2022, 10/10/2022, 10/12/2022, 10/13/2022, 10/1																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 10/15/24	10/21/24	MTWTF--	3	\$450.00	0.00																																										
N 5	WXMI	10/15/24	10/21/24	M-F 730-8pm M-F 730-8pm	CM	7:30 PM-8:00 PM	MTWTF--	:30	3	\$750.00	P-1	0.00	NM	3	\$2,250.00																																
(Program: ACCESS HOLLYWOOD) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of You Bet Your Life with Jay Leno on WXMI airing 52 times on 9/26/2022, 9/27/2022, 9/28/2022, 9/29/2022, 9/30/2022, 10/3/2022, 10/4/2022, 10/5/2022, 10/6/2022, 10/7/2022, 10/10/																																															
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Week: 10/15/24	10/21/24	MTWTF--	3	\$750.00	0.00																																										
N 6	WXMI	10/15/24	10/16/24	WE Prime A WE Prime A	CM	8:00 PM-9:00 PM	--W----	:30	1	\$2,250.00	P-1	0.00	NM	1	\$2,250.00																																
(Program: MASKED SINGER 2024) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of The Masked Singer on WXMI airing 23 times on 9/21/2022, 9/28/2022, 10/5/2022, 10/19/2022, 10/26/2022, 11/9/2022, 11/16/2022, 11/23/2022, 11/30/2022, 2/15/2023, 2/22/2023, 3/1/																																															
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<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																										
Week: 10/14/24	10/20/24	--W----	1	\$2,250.00	0.00																																										
N 7	WXMI	10/15/24	10/19/24	College Football PreGame BIG10 LOCAL KICKOFF	CM	11:00 AM-12:00 PM	PI-----S-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00																																
(Program: CFB KICKOFF LOCAL 2024) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of WXMI airing Big Noon Kickoff on 10/2/2021, Big Noon Kickoff on 10/23/2021, BIG NOON KICKOFF - 10AM on 10/30/2021, Big Noon Kickoff on 10/30/2021, Big Noon Kickoff on 11/6/2021																																															
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Week: 10/14/24	10/20/24	PI-----S-	1	\$2,000.00	0.00																																										
N 8	WXMI	10/15/24	10/20/24	Lions Game Day Lions Game Day	CM	11:00 AM-12:00 PM	PI-----S	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00																																
(Program: NFL LIONS GAME DAY LIVE 2024) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of Detroit Lions Game Day Live! on WXMI airing 14 times on 9/18/2022, 9/25/2022, 10/2/2022, 10/9/2022, 10/16/2022, 10/23/2022, 10/30/2022, 11/6/2022, 11/13/2022, 11/20/2022, 12/4																																															
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Week: 10/14/24	10/20/24	PI-----S	1	\$750.00	0.00																																										
N 9	WXMI	10/15/24	10/20/24	SU Prime B SU Prime B	CM	8:00 PM-9:00 PM	-----S	:30	1	\$1,875.00	P-1	0.00	NM	1	\$1,875.00																																
(Program: SIMPSONS/THE GREAT NORTH 2024) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of WXMI airing The Simpsons on 10/2/2022, The Great North on 10/2/2022, The Simpsons on 10/9/2022, The Great North on 10/9/2022, The Simpsons on 10/16/2022, The Great North on 10																																															
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Week: 10/14/24	10/20/24	-----S	1	\$1,875.00	0.00																																										
N 10	WXMI	10/15/24	10/20/24	SU Prime C SU Prime C	CM	9:00 PM-10:00 PM	-----S	:30	1	\$1,875.00	P-1	0.00	NM	1	\$1,875.00																																
(Program: BOBS BURGERS/FAMILY GUY) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of WXMI airing Bob's Burgers on 10/2/2022, Family Guy on 10/2/2022, Bob's Burgers on 10/9/2022, Family Guy on 10/9/2022, Bob's Burgers on 10/16/2022, Family Guy on 10/16/2022, Bo																																															
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Week: 10/14/24	10/20/24	-----S	1	\$1,875.00	0.00																																										
Totals													20	\$15,275.00																																	