

## ORDER



**Orders**  
**Order / Rev:** 3720212  
**Alt Order #:** 27948014  
**Product Desc:** 2022 Primary Election  
**Estimate:** 4930  
**Flight Dates:** 10/17/22 - 10/23/22  
**Original Date / Rev:** 09/27/22 / 09/27/22  
**Order Type:** REG

## Baton Rouge WGMB

**Primary AE:** Millennium Dallas  
**Sales Office:** M-DAL  
**Sales Region:** Nat

**Agency**  
**Name:** Ax Media  
**Buying Contact:**  
**Billing Contact:** Ax Media Email  
 800 W. 47th Street  
 Kansas City, MO 64112

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

**Advertiser**  
**Name:** POL/Garret Graves/Congress/LA/Rep  
**Demographic:** A35+  
**Product Codes:** PL12  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P5

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

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/22	10/31/22	15	\$2,400.00	\$2,040.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2022	15	\$2,400.00	\$2,040.00	0.00
<b>Totals</b>	<b>15</b>	<b>\$2,400.00</b>	<b>\$2,040.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Dallas	M-DAL	Nat	Start Of Order - End Of Order	100%

## Order Share

	Share	Total
Baton Rouge WGMB	5%	\$2,400.00
Market	100%	\$48,000.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KZUP	0%	\$0.00
LBBR	0%	\$0.00
LZUP	0%	\$0.00
UNKWN	83%	\$39,840.00
WAFB	0%	\$0.00
WBBR	0%	\$0.00
WBRL	0%	\$0.00
WBRZ	0%	\$0.00
WBTR	0%	\$0.00
WLFT	0%	\$0.00
WLPB	0%	\$0.00
WVLA	12%	\$5,760.00
WZUP	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WGMB	10/17/22	10/17/22		CM	7:30 AM-9:00 AM	M-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 730a-9a News											
				7:30 AM-9:00 AM		(7:30 AM-9:00 AM)									
				FOX 44 Morning Edition											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/17/22 10/23/22 M----- 1 \$50.00 0.00											
N 2	WGMB	10/19/22	10/19/22	M-F 730a-9a News	CM	7:30 AM-9:00 AM	--W----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
				7:30 AM-9:00 AM		(7:30 AM-9:00 AM)									
				FOX 44 Morning Edition											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/17/22 10/23/22 --W---- 1 \$50.00 0.00											
N 3	WGMB	10/21/22	10/21/22	M-F 730a-9a News	CM	7:30 AM-9:00 AM	----F--	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
				7:30 AM-9:00 AM		(7:30 AM-9:00 AM)									
				FOX 44 Morning Edition											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/17/22 10/23/22 ----F-- 1 \$50.00 0.00											
N 4	WGMB	10/23/22	10/23/22	FOX News Sunday	CM	8:00 AM-9:00 AM	-----S	:30	1	\$75.00	P4	0.00	NM	1	\$75.00
				8:00 AM-9:00 AM		(8:00 AM-9:00 AM)									
				Fox News Sunday											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/17/22 10/23/22 -----S 1 \$75.00 0.00											
N 5	WGMB	10/18/22	10/18/22	M-F 530-6p News	CM	5:30 PM-6:00 PM	-T-----	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				5:30 PM-6:00 PM		(5:30 PM-6:00 PM)									
				FOX44 News at 530P											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/17/22 10/23/22 -T----- 1 \$125.00 0.00											
N 6	WGMB	10/20/22	10/20/22	M-F 530-6p News	CM	5:30 PM-6:00 PM	---T---	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				5:30 PM-6:00 PM		(5:30 PM-6:00 PM)									
				FOX44 News at 530P											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/17/22 10/23/22 ---T--- 1 \$125.00 0.00											
N 7	WGMB	10/21/22	10/21/22	M-F 530-6p News	CM	5:30 PM-6:00 PM	----F--	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
				5:30 PM-6:00 PM		(5:30 PM-6:00 PM)									
				FOX44 News at 530P											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/17/22 10/23/22 ----F-- 1 \$125.00 0.00											
N 8	WGMB	10/17/22	10/17/22	M-F 6p-630p	CM	6:00 PM-6:30 PM	M-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				6:00 PM-6:30 PM		(6:00 PM-6:30 PM)									
				Family Feud											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/17/22 10/23/22 M----- 1 \$225.00 0.00											
N 9	WGMB	10/18/22	10/18/22	M-F 6p-630p	CM	6:00 PM-6:30 PM	-T-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				6:00 PM-6:30 PM		(6:00 PM-6:30 PM)									
				Family Feud											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/17/22 10/23/22 -T----- 1 \$225.00 0.00											
N 10	WGMB	10/19/22	10/19/22	M-F 6p-630p	CM	6:00 PM-6:30 PM	--W----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				6:00 PM-6:30 PM		(6:00 PM-6:30 PM)									
				Family Feud											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/17/22 10/23/22 --W---- 1 \$225.00 0.00											
N 11	WGMB	10/20/22	10/20/22	M-F 6p-630p	CM	6:00 PM-6:30 PM	---T---	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				6:00 PM-6:30 PM		(6:00 PM-6:30 PM)									
				Family Feud											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/17/22 10/23/22 ---T--- 1 \$225.00 0.00											
N 12	WGMB	10/21/22	10/21/22	M-F 6p-630p	CM	6:00 PM-6:30 PM	----F--	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				6:00 PM-6:30 PM		(6:00 PM-6:30 PM)									
				Family Feud											
				<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>											
				Week: 10/17/22 10/23/22 ----F-- 1 \$225.00 0.00											
N 13	WGMB	10/17/22	10/17/22		CM	9:00 PM-9:30 PM	M-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00

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FOX 44 News First at 9 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/17/22 10/23/22 M----- 1 \$225.00 0.00															
N 14	WGMB	10/19/22	10/19/22	LN M-F 9:00 PM-9:30 PM	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	--W----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
FOX 44 News First at 9 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/17/22 10/23/22 --W----- 1 \$225.00 0.00															
N 15	WGMB	10/20/22	10/20/22	LN M-F 9:00 PM-9:30 PM	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	---T---	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
FOX 44 News First at 9 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/17/22 10/23/22 ---T--- 1 \$225.00 0.00															
													Totals	15	\$2,400.00