

ORDER



Orders

Order / Rev:

2863459

Alt Order #:

WOC14501641

Product Desc:

Hatch Smith for TX HD-53

Estimate:

1668

Flight Dates:

02/19/24 - 03/03/24

Original Date / Rev:

02/15/24 / 02/22/24

Order Type:

General

KIDY

Primary AE:

Nile Noyes

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/ Hatch Smith / R / State House Re

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:

M229943

Agency External ID:

21047AG

Unit Code:

General

Order Separation:

00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/29/24	02/25/24	23	\$365.00	\$310.25
02/26/24	03/01/24	7	\$135.00	\$114.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2024	23	\$365.00	\$310.25	10.07
March 2024	7	\$135.00	\$114.75	4.23
Totals	30	\$500.00	\$425.00	14.30

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nile Noyes			Start Of Order - End Of Order	100%

Order Share

Share	Total
KIDY	7% \$500.00
Market	100% \$7,142.86

Competitive Share

Share	Total
AWSA	0% \$0.00
CABLE	0% \$0.00
KACB	0% \$0.00
KLST	67% \$4,785.71
KTXE	10% \$714.29
UNKWN	16% \$1,142.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KIDY	02/19/24	03/01/24	EM (M-F) EM (M-F)	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	MTWTF--	:30	8	\$10.00	P04	0.32	NM	10	\$100.00
		<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	MTWTF--					8	\$10.00		0.32			
		Week: 02/26/24	03/03/24	MTWTF--					2	\$10.00		0.32			
N 2	KIDY	02/19/24	03/01/24	EM (M-F) EM (M-F)	CM	7:00 AM-7:30 AM (7:00 AM-7:30 AM)	MTWTF--	:30	4	\$10.00	P04	0.17	NM	5	\$50.00
		<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	MTWTF--					4	\$10.00		0.17			

Order / Rev: 2863459  
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 Flight Dates: 02/19/24 - 03/03/24

Advertiser: POL/ Hatch Smith / R / State House Rep  
 Product Desc: Hatch Smith for TX HD-53  
 Estimate: 1668

KIDY

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: 02/26/24	03/03/24	MTWTF--			1		\$10.00	0.17					
N 3	KIDY	02/19/24	03/01/24	EM (M-F) EM (M-F)	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	MTWTF--	:30	4	\$10.00	P04	0.17	NM	5	\$50.00
		<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	MTWTF--			4		\$10.00	0.17					
		Week: 02/26/24	03/03/24	MTWTF--			1		\$10.00	0.17					
N 4	KIDY	02/19/24	03/01/24	Local News @ 6p M-F Local News @ 6p M-F	CM	6:00 PM-6:30 PM	MTWTF--	:30	4	\$35.00	P04	1.37	NM	5	\$175.00
		<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	MTWTF--			4		\$35.00	1.37					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
2	KIDY	02/19/24-02/25/24		Local News @ 6p M-F	6:00 PM-6:30 PM		MTWThF----	:30		<del>(\$35.00)</del>	1.37	NM			
See MG 4.6 [Recon Preempt-Other:DNA-Nascar race moved]															
6	KIDY	02/26/24-03/01/24		Local News @ 6p M-F	6:00 PM-6:30 PM		MTWThF----	:30		\$35.00	1.37	NM			
Ⓜ MG for 4.2 02/19															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 02/26/24	03/03/24	MTWTF--			1		\$35.00	1.37					
N 5	KIDY	02/19/24	03/01/24	10-11p M-F 10-11p M-F	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	MTWTF--	:30	4	\$25.00	P04	0.51	NM	5	\$125.00
		<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	MTWTF--			4		\$25.00	0.51					
		Week: 02/26/24	03/03/24	MTWTF--			1		\$25.00	0.51					
Totals													30	\$500.00	