

# ORDER



**Orders**  
**Order / Rev:** 1252332  
**Alt Order #:** WOC14486005  
**Product Desc:** issue  
**Estimate:** 11059  
**Flight Dates:** 02/01/24 - 02/07/24  
**Original Date / Rev:** 01/30/24 / 01/31/24  
**Order Type:** GENERAL

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

**Agency Name:** Nebo Media  
**Buying Contact:**  
**Billing Contact:**  
 4601 N. Fairfax Dr  
 Arlington, VA 22203

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

**Advertiser Name:** Great Lakes Conservative Fund  
**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:** 279911  
**Agency External ID:** 115932  
**Unit Code:** General  
**Order Separation:** 00:20:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/29/24	02/07/24	31	\$14,025.00	\$11,921.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2024	31	\$14,025.00	\$11,921.25	0.00
<b>Totals</b>	<b>31</b>	<b>\$14,025.00</b>	<b>\$11,921.25</b>	<b>0.00</b>

**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	02/01/24	02/05/24	M-F 530-6am M-F 530-6am	CM	5:30 AM-6:00 AM	1--1---	:30	2	\$275.00	P-1	0.00	NM	2	\$550.00
(Program: FOX17 AM NWS@5) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of news at 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/01/24 02/07/24 1--1--- 2 \$275.00 0.00															
N 2	WXMI	02/01/24	02/07/24	M-F 730-8am M-F 730-8am	CM	7:30 AM-8:00 AM	-11-1--	:30	3	\$750.00	P-1	0.00	NM	3	\$2,250.00
(Program: FOX17 AM NWS@7) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of news at 7a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/01/24 02/07/24 -11-1-- 3 \$750.00 0.00															
N 3	WXMI	02/01/24	02/05/24	M-F 8-830am M-F 8-830am	CM	8:00 AM-8:30 AM	1---1--	:30	2	\$675.00	P-1	0.00	NM	2	\$1,350.00
(Program: FOX17 AM NWS@8) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of news at 8a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 02/01/24 02/07/24 1---1-- 2 \$675.00 0.00															
N 4	WXMI	02/01/24	02/03/24	SA-SU 630-7am SA-SU 630-7am	CM	6:30 AM-7:00 AM	-----1-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
(Program: FOX17 AM NWS@5) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of news at 6a Sat <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															

Order / Rev: 1252332  
 Alt Order #: WOC14486005  
 Flight Dates: 02/01/24 - 02/07/24

Advertiser: Great Lakes Conservative Fund  
 Product Desc: issue  
 Estimate: 11059  
**WXMI**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WXMI	02/01/24	02/03/24	SA-SU 830-9am SA-SU 830-9am	CM	8:30 AM-9:00 AM	-----1-	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
(Program: AVG. ALL WKS) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of news at 8a Sat															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		01/29/24	02/04/24	-----1-			1			\$675.00		0.00			
N 6	WXMI	02/01/24	02/04/24	SA-SU 630-7am SA-SU 630-7am	CM	6:30 AM-7:00 AM	-----1	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
(Program: FOX17 AM NWS@5) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of news at 6a Sun															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		01/29/24	02/04/24	-----1			1			\$300.00		0.00			
N 7	WXMI	02/01/24	02/07/24	M-F 9-930am News M-F 9-930am News	CM	9-930am	-111---	:30	3	\$275.00	P-1	0.00	NM	3	\$825.00
(Program: FOX 17 MRN NWS) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of Morning Mix															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		01/29/24	02/04/24	-111---			3			\$275.00		0.00			
N 8	WXMI	02/01/24	02/05/24	M-F 3-4pm M-F 3-4pm	CM	3:00 PM-4:00 PM	1--1---	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
(Program: DATELINE MF) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of Dateline															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		02/01/24	02/07/24	1--1---			2			\$200.00		0.00			
N 9	WXMI	02/01/24	02/03/24	SA 5-6pm SA 5-6pm	CM	5:00 PM-6:00 PM	-----1-	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
(Program: AVG. ALL WKS) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of Friends															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		01/29/24	02/04/24	-----1-			1			\$150.00		0.00			
N 10	WXMI	02/01/24	02/04/24	SU 5-6pm SU 5-6pm	CM	5:00 PM-6:00 PM	-----1	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
(Program: AVG. ALL WKS) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 tp average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		01/29/24	02/04/24	-----1			1			\$150.00		0.00			
N 11	WXMI	02/01/24	02/07/24	M-F 430-5pm News M-F 430-5pm News	CM	4:30 PM-5:00 PM	-111---	:30	3	\$375.00	P-1	0.00	NM	3	\$1,125.00
(Program: FOX 17 NWS-4PM) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of news at 4-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		02/01/24	02/07/24	-111---			3			\$375.00		0.00			
N 12	WXMI	02/01/24	02/06/24	M-F 5-530pm News M-F 5-530pm News	CM	5:00 PM-5:30 PM	11-11--	:30	4	\$450.00	P-1	0.00	NM	4	\$1,800.00
(Program: FOX 17 NEWS-5) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of news at 5-6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		02/01/24	02/07/24	11-11--			4			\$450.00		0.00			
N 13	WXMI	02/01/24	02/07/24	M-F 530-6pm News M-F 530-6pm News	CM	5:30 PM-6:00 PM	--1-1--	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
(Program: FOX 17 NEWS-5) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of news at 5-6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		02/01/24	02/07/24	--1-1--			2			\$450.00		0.00			
N 14	WXMI	02/01/24	02/06/24	M-F 6-630pm News M-F 6-630pm News	CM	6:00 PM-6:30 PM	-1-1---	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
(Program: FOX17 NEWS@SIX) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of news at 6-7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		02/01/24	02/07/24	-1-1---			2			\$500.00		0.00			
N 15	WXMI	02/01/24	02/04/24		CM	7:00 PM-8:00 PM	-----1	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00

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 Alt Order #: WOC14486005  
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Advertiser: Great Lakes Conservative Fund  
 Product Desc: issue  
 Estimate: 11059  
**WXMI**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				SU Prime A											
				SU Prime A											
(Program: AVG. ALL WKS)															
1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 tp average															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		01/29/24	02/04/24	-----1			1			\$750.00			0.00		
N 16	WXMI	02/01/24	02/05/24	M-F 10-1030pm	CM	10:00 PM-10:30	PI1---1--	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
				M-F 10-1030pm											
(Program: AVG. ALL WKS<)															
1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of news at 10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		02/01/24	02/07/24	1---1--			2			\$750.00			0.00		
													Totals	31	\$14,025.00