

# ORDER



**Orders**  
**Order / Rev:** 1246851  
**Alt Order #:** WOC14467063  
**Product Desc:** issue  
**Estimate:** 11006  
**Flight Dates:** 01/24/24 - 01/30/24  
**Original Date / Rev:** 01/12/24 / 01/18/24  
**Order Type:** GENERAL

**WXMI**  
**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
01/01/24	01/28/24	27	\$12,225.00	\$10,391.25
01/29/24	01/30/24	12	\$5,425.00	\$4,611.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
January 2024	27	\$12,225.00	\$10,391.25	0.00
February 2024	12	\$5,425.00	\$4,611.25	0.00
<b>Totals</b>	<b>39</b>	<b>\$17,650.00</b>	<b>\$15,002.50</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	01/24/24	01/29/24	M-F 530-6am M-F 530-6am	CM	5:30 AM-6:00 AM	1-11---	:30	3	\$275.00	P-1	0.00	NM	3	\$825.00												
(Program: FOX17 AM NWS@5) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of news at 5a <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>01/24/24</td> <td>01/30/24</td> <td>1-11---</td> <td>3</td> <td>\$275.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	01/24/24	01/30/24	1-11---	3	\$275.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
01/24/24	01/30/24	1-11---	3	\$275.00	0.00																						
N 2	WXMI	01/24/24	01/30/24	M-F 730-8am M-F 730-8am	CM	7:30 AM-8:00 AM	-1-11--	: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 <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>01/24/24</td> <td>01/30/24</td> <td>-1-11--</td> <td>3</td> <td>\$750.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	01/24/24	01/30/24	-1-11--	3	\$750.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
01/24/24	01/30/24	-1-11--	3	\$750.00	0.00																						
N 3	WXMI	01/24/24	01/29/24	M-F 8-830am M-F 8-830am	CM	8:00 AM-8:30 AM	1-1-1--	:30	3	\$675.00	P-1	0.00	NM	3	\$2,025.00												
(Program: FOX17 AM NWS@8) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of news at 8a <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>01/24/24</td> <td>01/30/24</td> <td>1-1-1--</td> <td>3</td> <td>\$675.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	01/24/24	01/30/24	1-1-1--	3	\$675.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
01/24/24	01/30/24	1-1-1--	3	\$675.00	0.00																						
N 4	WXMI	01/24/24	01/27/24	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																											

Order / Rev: 1246851  
 Alt Order #: WOC14467063  
 Flight Dates: 01/24/24 - 01/30/24

Advertiser: Great Lakes Conservative Fund  
 Product Desc: issue  
 Estimate: 11006  
**WXMI**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WXMI	01/24/24	01/27/24	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:		01/22/24	01/28/24	-----1-			1			\$300.00		0.00			
N 6	WXMI	01/24/24	01/28/24	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:		01/22/24	01/28/24	-----1-			1			\$675.00		0.00			
N 7	WXMI	01/24/24	01/28/24	FOX News Sunday FOX News Sunday	CM	9:00 AM-10:00 AM	-----1	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
(Program: FOX NWS SUNDAY) 1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 1Q23 average of Fox News Sun															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		01/22/24	01/28/24	-----1			1			\$300.00		0.00			
N 8	WXMI	01/24/24	01/30/24	M-F 9-930am News M-F 9-930am News	CM	9-930am	11-1---	: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:		01/24/24	01/30/24	11-1---			3			\$275.00		0.00			
N 9	WXMI	01/24/24	01/29/24	M-F 3-4pm M-F 3-4pm	CM	3:00 PM-4:00 PM	1-11---	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
(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:		01/24/24	01/30/24	1-11---			3			\$200.00		0.00			
N 10	WXMI	01/24/24	01/27/24	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:		01/22/24	01/28/24	-----1-			1			\$150.00		0.00			
<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>		
1	WXMI	01/22/24-01/28/24	SA 5-6pm			5:00 PM-6:00 PM	-----Sa--	:30		<del>(\$150.00)</del>		0.00	NM		
See MG 10.2 [no eligible inv code- TR ]															
2	WXMI	01/22/24-01/28/24	SU 5-6pm			5-6pm	-----Su	:30		\$150.00		0.00	NM		
Ⓜ MG for 10.1 01/27															
N 11	WXMI	01/24/24	01/28/24	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:		01/22/24	01/28/24	-----1			1			\$150.00		0.00			
N 12	WXMI	01/24/24	01/30/24	M-F 430-5pm News M-F 430-5pm News	CM	4:30 PM-5:00 PM	-1-11--	: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:		01/24/24	01/30/24	-1-11--			3			\$375.00		0.00			
N 13	WXMI	01/24/24	01/30/24	M-F 5-530pm News M-F 5-530pm News	CM	5:00 PM-5:30 PM	11111--	:30	5	\$450.00	P-1	0.00	NM	5	\$2,250.00
(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:		01/24/24	01/30/24	11111--			5			\$450.00		0.00			

Order / Rev: 1246851  
 Alt Order #: WOC14467063  
 Flight Dates: 01/24/24 - 01/30/24

Advertiser: Great Lakes Conservative Fund  
 Product Desc: issue  
 Estimate: 11006  
**WXMI**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N14	WXMI	01/24/24	01/29/24	M-F 530-6pm News M-F 530-6pm News	CM	5:30 PM-6:00 PM	1-1-1--	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
(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:		01/24/24	01/30/24	1-1-1--			3		\$450.00		0.00				
N15	WXMI	01/24/24	01/30/24	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:		01/24/24	01/30/24	-1-1---			2		\$500.00		0.00				
N16	WXMI	01/24/24	01/24/24	WE Prime B WE Prime B	CM	9:00 PM-10:00 PM	--1----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
(Program: AVG. ALL WKS)															
1Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - Jan'23-May'23 average of game shows															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		01/22/24	01/28/24	--1----			1		\$1,000.00		0.00				
N17	WXMI	01/24/24	01/28/24	SU Prime A SU Prime A	CM	7:00 PM-8:00 PM	-----1	:30	1	\$750.00	P-1	0.00	NM	2	\$750.00
(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:		01/22/24	01/28/24	-----1			1		\$750.00		0.00				
<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>				
1	WXMI	01/22/24-01/28/24	SU Prime A		7:00 PM-8:00 PM		-----Su	:30	<del>(\$750.00)</del>	0.00	NM				
See MG 17.2, 17.3															
[no eligible inv code- prgm change- TR ]															
2	WXMI	01/27/24-01/27/24	College BB Game		1230-230p		-----Sa-	:30	\$500.00	0.00	NM				
Ⓜ MG for 17.1 01/28															
3	WXMI	01/27/24-01/27/24	College BB PreGame		various		-----Sa-	:30	\$250.00	0.00	NM				
Ⓜ MG for 17.1 01/28															
N18	WXMI	01/24/24	01/29/24	M-F 10-1030pm M-F 10-1030pm	CM	10:00 PM-10:30 PM	1---1--	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
(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:		01/24/24	01/30/24	1---1--			2		\$750.00		0.00				
Totals													39	\$17,650.00	