

# ORDER



**Orders**  
**Order / Rev:** 1246840  
**Alt Order #:** WOC14467062  
**Product Desc:** issue  
**Estimate:** 11005  
**Flight Dates:** 01/17/24 - 01/23/24  
**Original Date / Rev:** 01/12/24 / 01/12/24  
**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	01/23/24	38	\$17,650.00	\$15,002.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
January 2024	38	\$17,650.00	\$15,002.50	0.00
<b>Totals</b>	<b>38</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	01/17/24	01/22/24	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 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 01/17/24 01/23/24 1-11--- 3 \$275.00 0.00															
N 2	WXMI	01/17/24	01/23/24	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 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 01/17/24 01/23/24 -1-11-- 3 \$750.00 0.00															
N 3	WXMI	01/17/24	01/22/24	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 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 01/17/24 01/23/24 1-1-1-- 3 \$675.00 0.00															
N 4	WXMI	01/17/24	01/20/24	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: 1246840  
 Alt Order #: WOC14467062  
 Flight Dates: 01/17/24 - 01/23/24

Advertiser: Great Lakes Conservative Fund  
 Product Desc: issue  
 Estimate: 11005  
**WXMI**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WXMI	01/17/24	01/20/24	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:		01/15/24	01/21/24	-----1-			1			\$300.00		0.00			
N 6	WXMI	01/17/24	01/21/24	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:		01/15/24	01/21/24	-----1			1			\$300.00		0.00			
N 7	WXMI	01/17/24	01/21/24	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:		01/15/24	01/21/24	-----1			1			\$575.00		0.00			
N 8	WXMI	01/17/24	01/23/24	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:		01/17/24	01/23/24	11-1---			3			\$275.00		0.00			
N 9	WXMI	01/17/24	01/22/24	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:		01/17/24	01/23/24	1-11---			3			\$200.00		0.00			
N 10	WXMI	01/17/24	01/20/24	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:		01/15/24	01/21/24	-----1-			1			\$150.00		0.00			
N 11	WXMI	01/17/24	01/21/24	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:		01/15/24	01/21/24	-----1			1			\$150.00		0.00			
N 12	WXMI	01/17/24	01/23/24	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:		01/17/24	01/23/24	-1-11--			3			\$375.00		0.00			
N 13	WXMI	01/17/24	01/23/24	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:		01/17/24	01/23/24	11111--			5			\$450.00		0.00			
N 14	WXMI	01/17/24	01/22/24	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:		01/17/24	01/23/24	1-1-1--			3			\$450.00		0.00			
N 15	WXMI	01/17/24	01/23/24		CM	6:00 PM-6:30 PM	-1-1---	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00

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Advertiser: Great Lakes Conservative Fund  
 Product Desc: issue  
 Estimate: 11005

WXMI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-630pm News											
				M-F 6-630pm News											
				(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:		01/17/24	01/23/24	- 1- 1---		2		\$500.00		0.00					
N 16	WXMI	01/17/24	01/17/24	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
				WE Prime B											
				(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:		01/15/24	01/21/24	-- 1----		1		\$1,000.00		0.00					
N 17	WXMI	01/17/24	01/21/24	SU Prime A	CM	7:00 PM-8:00 PM	----- 1	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
				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:		01/15/24	01/21/24	----- 1		1		\$750.00		0.00					
N 18	WXMI	01/17/24	01/22/24	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
				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:		01/17/24	01/23/24	1--- 1--		2		\$750.00		0.00					
													Totals	38	\$17,650.00