

ORDER



Orders
Order / Rev: 1252332
Alt Order #: WOC14486005
Product Desc: issue
Estimate: 11059
Flight Dates: 02/01/24 - 02/07/24
Original Date / Rev: 02/05/24 / 02/05/24
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
01/29/24	02/07/24	32	\$14,175.00	\$12,048.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2024	32	\$14,175.00	\$12,048.75	0.00
Totals	32	\$14,175.00	\$12,048.75	0.00

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
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															
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															
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															
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>															

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Advertiser: Great Lakes Conservative Fund
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WXMI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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			\$300.00		0.00			
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			\$675.00		0.00			
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	-----1			1			\$300.00		0.00			
Week:		02/01/24	02/07/24	-111---			3			\$275.00		0.00			
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			
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			
<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	01/29/24-02/04/24		SA 5-6pm			5:00 PM-6:00 PM	-----Sa-	:30	(\$150.00)		0.00	NM		
See MG 9.2 [incorrect inv code- no eligible inv coide- TR]															
2	WXMI	01/29/24-02/04/24		SA-SU 5-530am			5-530am	-----Su	:30	\$150.00		0.00	NM		
MG for 9.1 02/03															
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	0	\$0.00
(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			
<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	01/29/24-02/04/24		SU 5-6pm			5:00 PM-6:00 PM	-----Su	:30	(\$150.00)		0.00	NM		
See MG 15.2,15.3,15.4 [no eligible inv code due to NASCAR; PE per Chris Legg - NJ 2/2]															
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			
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			
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

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WXMI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(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				
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	SU Prime A SU Prime A	CM	7:00 PM-8:00 PM	-----1	:30	1	\$750.00	P-1	0.00	NM	2	\$900.00
(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		\$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	01/29/24-02/04/24	SU Prime A			7:00 PM-8:00 PM	-----Su	:30		(\$750.00)		0.00	NM		
See MG 15.2,15.3,15.4															
[no eligible inv code due to NASCAR; PE per Chris Legg - NJ 2/2]															
2	WXMI	01/29/24-02/04/24	Nascar PreRace/Raceday		Various		-----Su	:30		(\$300.00)		0.00	NM		
Ⓜ See MG 15.5															
[Recon- Format Change]															
3	WXMI	01/29/24-02/04/24	Nascar PreRace/Raceday		Various		-----Su	:30		(\$300.00)		0.00	NM		
Ⓜ See MG 15.5															
[Recon- Format Change]															
4	WXMI	02/05/24-02/07/24	M-F 7-730pm News			7-730pm	MTW-----	:30		\$300.00		0.00	NM		
Ⓜ MG for 10.1,15.1															
5	WXMI	02/06/24-02/07/24	M-F 630-7pm News			630-7pm	-TW-----	:30		\$600.00		0.00	NM		
Ⓜ MG for 15.2,15.3															
16	WXMI	02/01/24	02/05/24	M-F 10-1030pm M-F 10-1030pm	CM	10:00 PM-10:30 PM	PI1---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:		02/01/24	02/07/24	1---1--			2		\$750.00		0.00				
17	WXMI	02/04/24	02/04/24	SU 12-7pm SU 12-7pm	CM	12-7pm	-----S	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<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	-----S			1		\$150.00		0.00				
													Totals	32	\$14,175.00