

ORDER



Orders
Order / Rev: 1246851
Alt Order #: WOC14467063
Product Desc: issue
Estimate: 11006
Flight Dates: 01/24/24 - 01/30/24
Original Date / Rev: 01/17/24 / 01/17/24
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
Totals	39	\$17,650.00	\$15,002.50	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	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																						
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																						
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																						
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
		<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			
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				\$675.00		0.00			
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				\$300.00		0.00			
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				\$575.00		0.00			
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			
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			
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			
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			
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			
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			
14	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			
15	WXMI	01/24/24	01/30/24		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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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:		01/24/24	01/30/24	- 1- 1---			2	\$500.00	0.00						
16	WXMI	01/24/24	01/24/24	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:		01/22/24	01/28/24	-- 1----			1	\$1,000.00	0.00						
N17	WXMI	01/24/24	01/28/24	SU Prime A	CM	7:00 PM-8:00 PM	----- 1	:30	1	\$750.00	P-1	0.00	NM	2	\$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:		01/22/24	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	(\$750.00)	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															
18	WXMI	01/24/24	01/29/24	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:		01/24/24	01/30/24	1--- 1--			2	\$750.00	0.00						
													Totals	39	\$17,650.00