

ORDER



WLTX

Orders
Order / Rev: 2887839
Alt Order #: WOC14592190
Product Desc: COLUMBIA, SC
Estimate: 2004
Flight Dates: 03/25/24 - 04/28/24
Original Date / Rev: 03/26/24 / 03/26/24
Order Type: General

Primary AE: Lauren Bonheur
Sales Office: TSNY
Sales Region: NAT

Agency Name: Active Media Services/ POL
Buying Contact:
Billing Contact:
 One Blue Hill Plaza 9th Floor
 Pearl River, NY 10965

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

Advertiser Name: ISS/ Tiktok
Demographic: A25-54
Product Codes: IS-Issue/Non Ballot
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue
Priority: P04

New Business End:
Advertiser External ID: M232002
Agency External ID: 73442AG
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/31/24	15	\$2,870.00	\$2,439.50
04/01/24	04/14/24	33	\$5,900.00	\$5,015.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	15	\$2,870.00	\$2,439.50	20.12
April 2024	33	\$5,900.00	\$5,015.00	43.42
Totals	48	\$8,770.00	\$7,454.50	63.54

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lauren Bonheur			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WLTX	30%	\$8,770.00
Market	100%	\$29,233.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	70%	\$20,463.33
WACH	0%	\$0.00
WIS	0%	\$0.00
WOLO	0%	\$0.00
WQHB	0%	\$0.00
WZRB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WLTX	04/01/24	04/14/24	ROS 4a-4x M-Su ADDED VALUE	CM	4a-4x M-Su (4:00 AM-2:00 XM)	MTWTFSS	:30	4	\$0.00	P08-2	0.00	NM	8	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/01/24	04/07/24	MTWTFSS		4		\$0.00		0.00					
		Week: 04/08/24	04/14/24	MTWTFSS		4		\$0.00		0.00					
N 2	WLTX	04/01/24	04/12/24	3-4p M-F DBL - DAILY BLAST LI	CM	3-4p M-F	MTWTF--	:30	2	\$120.00	P03	1.24	NM	4	\$480.00
		<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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WLTX	04/01/24	04/12/24	Jennifer Hudson 4-5p JENNIFER HUDSON	CM	4-5p	MTWTF--	:30	5	\$120.00	P03	1.34	NM	10	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	MTWTF--					2	\$120.00		1.24			
		Week: 04/08/24	04/14/24	MTWTF--					2	\$120.00		1.24			
N 4	WLTX	04/01/24	04/12/24	Local News @ 6p M-F WLTX NEWS19 @ 6PM	CM	6-630p	MTWTF--	:30	1	\$440.00	P03	3.17	NM	2	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	MTWTF--					5	\$120.00		1.34			
		Week: 04/08/24	04/14/24	MTWTF--					5	\$120.00		1.34			
N 5	WLTX	04/01/24	04/12/24	Local News @ 11p M-F WLTX NEWS 19 @ 11PM	CM	11-1135p	MTWTF--	:30	2	\$300.00	P03	1.58	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	MTWTF--					2	\$300.00		1.58			
		Week: 04/08/24	04/14/24	MTWTF--					2	\$300.00		1.58			
N 6	WLTX	04/01/24	04/05/24	Late Show LATE SHOW W/ STEPHEN	CM	Late Show w/Steve	MTWTF--	:30	2	\$150.00	P03	0.69	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	MTWTF--					2	\$150.00		0.69			
N 7	WLTX	04/01/24	04/02/24	Tue Prime A FBI	CM	8-9p	-T-----	:30	1	\$700.00	P03	4.41	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	-T-----					1	\$700.00		4.41			
N 8	WLTX	04/01/24	04/02/24	Tue Prime B FBI: INTERNATIONAL	CM	9-10p	-T-----	:30	1	\$700.00	P03	3.72	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	-T-----					1	\$700.00		3.72			
N 9	WLTX	04/01/24	04/02/24	Tue Prime C FBI: MOST WANTED	CM	10-11p	-T-----	:30	1	\$440.00	P03	2.89	NM	1	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	-T-----					1	\$440.00		2.89			
N 10	WLTX	03/25/24	03/31/24	ROS 4a-4x M-Su ADDED VALUE	CM	4a-4x M-Su	--WTFSS	:30	4	\$0.00	P08-2	0.00	NM	4	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/24	03/31/24	--WTFSS					4	\$0.00		0.00			
N 11	WLTX	03/25/24	03/29/24	Local News @ 5-6a M-F WLTX NEWS 19 @ 5AM	CM	5-6a	--WTF--	:30	2	\$120.00	P03	1.01	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/24	03/31/24	--WTF--					2	\$120.00		1.01			
N 12	WLTX	03/25/24	03/29/24	3-4p M-F DBL - DAILY BLAST LI	CM	3-4p M-F	--WTF--	:30	1	\$120.00	P03	1.24	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/24	03/31/24	--WTF--					1	\$120.00		1.24			
N 13	WLTX	03/25/24	03/29/24	Jennifer Hudson 4-5p JENNIFER HUDSON	CM	4-5p	--WTF--	:30	2	\$120.00	P03	1.34	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/24	03/31/24	--WTF--					2	\$120.00		1.34			
N 14	WLTX	03/25/24	03/29/24	Local News @ 6p M-F WLTX NEWS19 @ 6PM	CM	6-630p	--WTF--	:30	1	\$440.00	P03	3.17	NM	1	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/24	03/31/24	--WTF--					1	\$440.00		3.17			
N 15	WLTX	03/25/24	03/29/24	Local News @ 11p M-F WLTX NEWS 19 @ 11PM	CM	11-1135p	--WTF--	:30	2	\$300.00	P03	1.58	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/24	03/31/24	--WTF--					2	\$300.00		1.58			
N 16	WLTX	03/25/24	03/30/24		CM	11-1130p	-----S-	:30	1	\$260.00	P03	1.62	NM	1	\$260.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 11p Sa											
				WLTX NEWS 19 @ 11PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		03/25/24	03/31/24	-----S-		1		\$260.00		1.62					
N17	WLTX	03/25/24	03/31/24	CBS Sunday Morning	CM	9-1030am	-----S	:30	1	\$250.00	P03	1.82	NM	1	\$250.00
				CBS SUNDAY MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		03/25/24	03/31/24	-----S		1		\$250.00		1.82					
N18	WLTX	03/25/24	03/31/24	Sun Prime B	CM	8-9p/830-930p	-----S	:30	1	\$720.00	P03	4.41	NM	1	\$720.00
				THE EQUALIZER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		03/25/24	03/31/24	-----S		1		\$720.00		4.41					
													Totals	48	\$8,770.00