

ORDER



Orders

Order / Rev: 58252

Alt Order #: _____

Product Desc: Digital Display & Facebook Sponsored ad

Estimate: _____

Flight Dates: 09/24/18 - 11/06/18

Original Date / Rev: 09/17/18 / 09/24/18

Order Type: DIG

WWKL-FM

Primary AE: Luke Rutledge

Sales Office: L-HAR

Sales Region: Local

Agency

Name: Wascovich/D/House of Representative

Buying Contact: Michael Wascovich

Billing Contact: _____

200 W. Beaver Street

Hallam, PA 17406

Billing Type: Cash

Billing Calendar: Calendar

Billing Cycle: EOM/EOC

Agency Commission: 0%

Advertiser

Name: Wascovich/D/House of Representative

Demographic: A25-54

Product Codes: Candidates

Revenue Codes: DIR

Revenue Codes 2: POL-CAND

Revenue Codes 3: POL-STATE

Priority: P-100

New Business Thru: 11/06/18

Advertiser External ID: _____

Agency External ID: _____

Unit Code: General

Order Separation: 00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Luke Rutledge	L-HAR	Local	Start Of Order - End Of Order	100%

Michael Wascovich for PA House 47 Proposal 1

PRODUCT PURCHASED	IMPRESSIONS OR SPEND	LENGTH OF CAMPAIGN	CPM OR 30% MGMT FEE	TOTAL PRICE
Local Digital Ads	125,000	Sept 24 th – Nov 6 th 2018	\$13	\$1,625
Local Digital Creatives *	\$0	No charge		\$0
Facebook/Instagram Ads	75,000	Sept 24 th – Nov 2018	\$12	\$900
TOTAL				\$2,525
PRODUCT PURCHASED	RADIO SPOTS PER WEEK	MATCHING INTERNET SPOTS PER WEEK	COST PER WEEK	TOTAL PRICE
HOT RADIO SCHEDULE (Week of 10/24 & 10/31)	90	90	N/A	\$4,010
TOTAL POLITICAL CAMPAIGN COST				\$6,535.00

Client Signature:  Date: 14 SEPT 2018

Client Name Printed: Michael Wascovich

*Not included in monthly total