

ORDER



Orders
Order / Rev: 77262
Alt Order #: _____
Product Desc: Political Advertising
Estimate: _____
Flight Dates: 11/02/18 - 11/06/18
Original Date / Rev: 11/01/18 / 11/01/18
Order Type: GENERAL

WWKL-FM

Primary AE: Nick Gardner
Sales Office: L-HAR
Sales Region: Local

Agency
Name: Liriano/D/House of Representatives
Buying Contact: _____
Billing Contact: _____
PO Box 1308
Lebanon, PA 17042

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 0%

Advertiser
Name: Liriano/D/House of Representatives
Demographic: A25-54
Product Codes: Candidates
Revenue Code 1: DIR
Revenue Code 2: POL-CAND
Revenue Code 3: POL-STATE
Priority: P-100

New Business Thru: 11/06/18
Advertiser External ID: _____
Agency External ID: _____
Unit Code: General
Order Separation: 01:00:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/18	11/06/18	42	\$643.50	\$643.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2018	42	\$643.50	\$643.50	0.00
Totals	42	\$643.50	\$643.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Gardner			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	WWKL	11/02/18	11/06/18	M-F AM Drive M-F	CM	7:00 AM-10:00 AM (7:00 AM-10:00 AM)	21--1--	:30	4	\$45.00	P-40	0.00	NM	4	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	----1--		1				\$45.00		0.00			
		Week: 11/05/18	11/11/18	21-----		3				\$45.00		0.00			
N 2	WWKL	11/02/18	11/06/18	M-F Midday M-F	CM	10:00 AM-3:00 PM (10:00 AM-3:00 PM)	11--1--	:30	3	\$45.00	P-50	0.00	NM	3	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	----1--		1				\$45.00		0.00			
		Week: 11/05/18	11/11/18	11-----		2				\$45.00		0.00			
N 3	WWKL	11/02/18	11/06/18	M-F PM Drive M-F	CM	3:00 PM-6:00 PM (3:00 PM-6:00 PM)	1---1--	:30	2	\$45.00	P-40	0.00	NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	----1--		1				\$45.00		0.00			
		Week: 11/05/18	11/11/18	1-----		1				\$45.00		0.00			
N 4	WWKL	11/02/18	11/06/18	Sa-Su AM Sa-Su	CM	7:00 AM-10:00 AM (7:00 AM-10:00 AM)	-----22	:30	4	\$15.00	P-40	0.00	NM	4	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----22		4				\$15.00		0.00			
		Week: 11/05/18	11/11/18	-----		0				\$15.00		0.00			
N 5	WWKL	11/02/18	11/06/18	Sa-Su Midday Sa-Su	CM	10a-3p	-----22	:30	4	\$15.00	P-50	0.00	NM	4	\$60.00

Order / Rev: 77262
 Alt Order #:
 Flight Dates: 11/02/18 - 11/06/18

Advertiser: Liriano/D/House of Representatives
 Product Desc: Political Advertising
 Estimate:
WWKL-FM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WWKL	11/02/18	11/06/18	Sa-Su PM Sa-Su	CM	3p-7p	-----22	:30	4	\$15.00	P-50	0.00	NM	4	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----22					4	\$15.00		0.00			
		Week: 11/05/18	11/11/18	-----					0	\$15.00		0.00			
N 7	WWKL	11/02/18	11/06/18	M-F AM Drive M-F	NS	7:00 AM-10:00 AM (7:00 AM-10:00 AM)	21--1--	:00	4	\$4.50	P-10C	0.00	NS	4	\$18.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----22					4	\$15.00		0.00			
		Week: 11/05/18	11/11/18	-----					0	\$15.00		0.00			
		Matching Internet Radio Schedule													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	----1--					1	\$4.50		0.00			
		Week: 11/05/18	11/11/18	21-----					3	\$4.50		0.00			
N 8	WWKL	11/02/18	11/06/18	M-F Midday M-F	NS	10:00 AM-3:00 PM (10:00 AM-3:00 PM)	11--1--	:00	3	\$4.50	P-10C	0.00	NS	3	\$13.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	----1--					1	\$4.50		0.00			
		Week: 11/05/18	11/11/18	11-----					2	\$4.50		0.00			
		Matching Internet Radio Schedule													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	----1--					1	\$4.50		0.00			
		Week: 11/05/18	11/11/18	11-----					2	\$4.50		0.00			
N 9	WWKL	11/02/18	11/06/18	M-F PM Drive M-F	NS	3:00 PM-6:00 PM (3:00 PM-6:00 PM)	1---1--	:00	2	\$4.50	P-10C	0.00	NS	2	\$9.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	----1--					1	\$4.50		0.00			
		Week: 11/05/18	11/11/18	1-----					1	\$4.50		0.00			
		Matching Internet Radio Schedule													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	----1--					1	\$4.50		0.00			
		Week: 11/05/18	11/11/18	1-----					1	\$4.50		0.00			
N 10	WWKL	11/02/18	11/06/18	Sa-Su AM Sa-Su	NS	7:00 AM-10:00 AM (7:00 AM-10:00 AM)	-----22	:00	4	\$1.50	P-10C	0.00	NS	4	\$6.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----22					4	\$1.50		0.00			
		Week: 11/05/18	11/11/18	-----					0	\$15.00		0.00			
		Matching Internet Radio Schedule													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----22					4	\$1.50		0.00			
		Week: 11/05/18	11/11/18	-----					0	\$15.00		0.00			
N 11	WWKL	11/02/18	11/06/18	Sa-Su Midday Sa-Su	NS	10a-3p	-----22	:00	4	\$1.50	P-10C	0.00	NS	4	\$6.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----22					4	\$1.50		0.00			
		Week: 11/05/18	11/11/18	-----					0	\$15.00		0.00			
		Matching Internet Radio Schedule													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----22					4	\$1.50		0.00			
		Week: 11/05/18	11/11/18	-----					0	\$15.00		0.00			
N 12	WWKL	11/02/18	11/06/18	Sa-Su PM Sa-Su	NS	3p-7p	-----22	:00	4	\$1.50	P-10C	0.00	NS	4	\$6.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----22					4	\$1.50		0.00			
		Week: 11/05/18	11/11/18	-----					0	\$15.00		0.00			
		Matching Internet Radio Schedule													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----22					4	\$1.50		0.00			
		Week: 11/05/18	11/11/18	-----					0	\$15.00		0.00			
													Totals	42	\$643.50

30 Second Spot Weekly Hot 106.7 Schedule

	10/27	10/28	10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6	Totals
6a-10a \$45 Weekdays \$15 Weekends							1 \$45	2 \$30	2 \$30	2 \$90	1 \$45	\$240
10a-3p							1 \$45	2 \$30	2 \$30	1 \$45	1 \$45	\$195
3p-7p							1 \$45	2 \$30	2 \$30	1 \$45		\$150
Matching Internet Radio							3 \$14	6 \$9	6 \$9	4 \$18	2 \$9	\$59
Totals							6	12	12	8	4	42
Spots							\$149	\$99	\$99	\$198	\$99	\$644
Total \$\$												

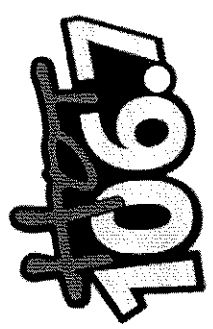
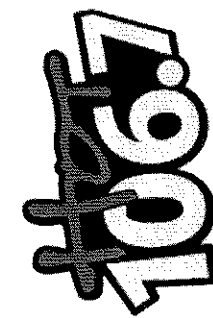
Schedule runs 11/2, 11/3, 11/4, 11/5 and 11/6.

21 : 30 Commercials on Hot 106.7

Plus 21 Matching Schedule Internet Spots = 42 spots.

Average cost per spot = \$15.33 per spot. Total investment = \$644

Add a visual/webcube ad to Hot's website for an additional \$30.00.



Accepted By [Signature] Date 10/31/18

Commissioner of the 101

30 Second Spot Weekly WNNK-104 Schedule

	10/27	10/28	10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6	Totals
6a-10a \$105 Weekdays \$30 Weekends \$22 Weeknights								2 \$60	2 \$60	1 \$105	1 \$105	\$330
10a-3p								2 \$60	2 \$60	1 \$105		\$225
3p-7p								1 \$30	1 \$30	1 \$105		\$165
7p-10p										1 \$22		\$22
Matching Internet Radio								5 \$15	5 \$15	4 \$34	1 \$10	\$74
Totals Spots								10	10	8	2	32
Total \$\$								\$165	\$165	\$371	\$115	\$816

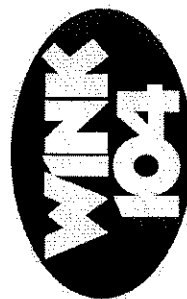
Schedule runs 11/3/11/4, 11/5 and 11/6.

16 : 30 Commercials on WNNK 104

Plus 16 Matching Schedule Internet Spots = 32 spots.

Average cost per spot = \$25.50 per spot. Total investment = \$816

Add a visual web cube-ad to WNNK's website for an additional \$40.00



Accepted By [Signature] Date 10/31/18

Cumulus-Harrisburg Account Transaction Results

2300 VARTAN WAY
HARRISBURG, PA 17110
Phone # 717-238-1041

Status: **approved**
Transaction ID: **026-0142440427**
AVS: **Y**

Transaction Details

Date: **11-01-2018 13:07 PDT**
Transaction Type: **sale**
Amount: **\$1460.00**
Card Type: **Discover**
Account Number: **xxxxxxxx-1763**
Name: **Lorraine Scudder**
Address: **P.O. Box 1308**
City, State, Zip: **Lebanon, PA 17042**
Order Number: **77262**
Authcode: **483576**
Merchant Name: **Liriano/D/House**
Station/AE: **WWKL/Gardner**
Invoice Number: **PREPAYMENT**

Customer Signature _____