

ORDER



Orders
Order / Rev: 77314
 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: Troutman/D/Senate
Buying Contact:
Billing Contact:
 142 East Park Street
 Elizabethtown, PA 17022

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

Advertiser Name: Troutman/D/Senate
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: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/18	11/06/18	48	\$792.00	\$792.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2018	48	\$792.00	\$792.00	0.00
Totals	48	\$792.00	\$792.00	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)	2--1--	:30	5	\$45.00	P-40	0.00	NM	5	\$225.00
		<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	22-----		4				\$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)	2--1--	:30	4	\$45.00	P-50	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 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)	2---1--	:30	3	\$45.00	P-40	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	2-----		2				\$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: 77314
 Alt Order #:
 Flight Dates: 11/02/18 - 11/06/18

Advertiser: Troutman/D/Senate
 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)	22--1--	:00	5	\$4.50	P-10C	0.00	NS	5	\$22.50
		<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	-----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	22-----					4	\$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)	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	----1--					1	\$4.50		0.00			
		Week: 11/05/18	11/11/18	21-----					3	\$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	21-----					3	\$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)	2---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	2-----					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	2-----					2	\$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	48	\$792.00

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	2 \$90	\$285
10a-3p							1 \$45	2 \$30	2 \$30	2 \$90	1 \$45	\$240
3p-7p							1 \$45	2 \$30	2 \$30			\$195
Matching Internet Radio							3 \$14	6 \$9	6 \$9	6 \$27	3 \$14	\$73
Totals Spots							6	12	12	12	6	48
Total \$\$							\$149	\$99	\$99	\$297	\$149	\$793

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

24 : 30 Commercials on Hot 106.7

Plus 24 Matching Schedule Internet Spots = 48 spots.

Average cost per spot = \$16.52 per spot. Total investment = \$793.

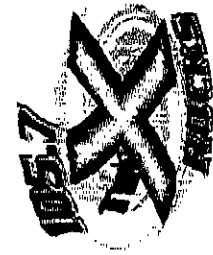
Add a visual web cube ad fo Hot's website for an additional \$30.00.



Accepted By [Signature] Date 10-31-18

30 Second Spot Weekly WQXA 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 \$95 Weekdays \$22 Weekends & Weeknights								2 \$44	2 \$44	2 \$190	2 \$190	\$468
10a-3p								2 \$44	2 \$44	2 \$190	1 \$95	\$373
3p-7p								2 \$44	2 \$44	2 \$190		\$278
7p-11p								2 \$44	2 \$44	2 \$44		\$132
Matching Internet Radio								8 \$18	6 \$18	7 \$61	3 \$28	\$125
Totals Spots								16	16	14	6	52
Total \$\$								\$194	\$194	\$675	\$313	\$1376



Schedule runs 11/3/11/4, 11/5 and 11/6.
26 : 30 Commercials on WQXA 105.7

Plus 26 Matching Schedule Internet Spots = 52 spots.

Average cost per spot = \$26.46 per spot. Total investment = \$1376

Add a visual web cube ad to The X's website for an additional \$50.00.

Accepted By Andrew R. Smith Date 10-31-18

Cumulus-Harrisburg Account Transaction Results

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

Status: **approved**
Transaction ID: **026-0142403295**
AVS: **Y**

Transaction Details

Date: **11-01-2018 10:33 PDT**
Transaction Type: **sale**
Amount: **\$2164.50**
Card Type: **Visa**
Account Number: **xxxxxxxx-6176**
Name: **Friends of William Troutm**
Address: **142 East Park Street**
City, State, Zip: **Elizabethtown, PA 17022**
Order Number: **77314**
Authcode: **299806**
Merchant Name: **Troutman/D/Senate**
Station/AE: **WWKL/Gardner**
Invoice Number: **PREPAYMENT**

Customer Signature **X** _____