

ORDER

Orders
Order / Rev: 2199745
 Alt Order #: _____
Product Desc: ATOA TV9.23-10.1
 Estimate: _____
Flight Dates: 09/23/21 - 10/01/21
Original Date / Rev: 09/21/21 / 09/21/21
Order Type: NORMAL

WSFA
Primary AE: Ashley Stewart
Sales Office: MGM-N
Sales Region: National

Agency
Name: Arsement Media Group
 Buying Contact: _____
 Billing Contact: _____
7101 Old Pascagoula Rd
Theodore, AL 36582

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

Advertiser
Name: Alabama Track Owners Association
 Demographic: A25-54
 Product Codes: Issue - National - Other
 Revenue Code 1: AGY
 Revenue Code 2: POL
 Revenue Code 3: POL-ISS
 Priority: P-03

New Business Thru: _____
Advertiser External ID: 594026
Agency External ID: 112291
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/30/21	09/26/21	42	\$9,495.00	\$8,070.75
09/27/21	10/01/21	90	\$20,500.00	\$17,425.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2021	42	\$9,495.00	\$8,070.75	0.00
October 2021	90	\$20,500.00	\$17,425.00	0.00
Totals	132	\$29,995.00	\$25,495.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ashley Stewart	MGM-N	National	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	WSFA	09/23/21	10/01/21	M-F 5a-530a News M-F 5a-530a News	CM	5a-530a	MTWTF--	:30	2	\$135.00	P-03	0.00	NM	7	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/21	09/26/21	---TF--		2				\$135.00		0.00			
		Week: 09/27/21	10/03/21	MTWTF--		5				\$135.00		0.00			
N 2	WSFA	09/23/21	10/01/21	M-F 530a-6a News M-F 530a-6a News	CM	530a-6a	MTWTF--	:30	2	\$165.00	P-03	0.00	NM	7	\$1,155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/21	09/26/21	---TF--		2				\$165.00		0.00			
		Week: 09/27/21	10/03/21	MTWTF--		5				\$165.00		0.00			
N 3	WSFA	09/23/21	10/01/21	M-F 6a-7a News M-F 6a-7a News	CM	M-F 6a-7a	MTWTF--	:30	4	\$300.00	P-03	0.00	NM	14	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/21	09/26/21	---TF--		4				\$300.00		0.00			
		Week: 09/27/21	10/03/21	MTWTF--		10				\$300.00		0.00			
N 4	WSFA	09/23/21	10/01/21	M-F 11a-12p News M-F 11a-12p News	CM	11a-12p	MTWTF--	:30	4	\$60.00	P-03	0.00	NM	14	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/21	09/26/21	---TF--		4				\$60.00		0.00			
		Week: 09/27/21	10/03/21	MTWTF--		10				\$60.00		0.00			
N 5	WSFA	09/23/21	10/01/21		CM	M-F 12-1230p	MTWTF--	:30	4	\$150.00	P-03	0.00	NM	14	\$2,100.00

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Advertiser: Alabama Track Owners Association
 Product Desc: ATOA TV9.23-10.1
 Estimate:
WSFA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 12p-1230p News											
				M-F 12p-1230p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/20/21	09/26/21	---TF--					4	\$150.00		0.00			
Week:		09/27/21	10/03/21	MTWTF--					10	\$150.00		0.00			
N 6	WSFA	09/23/21	10/01/21	M-F 4p-5p News	CM	4p-5p	MTWTF--	:30	4	\$150.00	P-03	0.00	NM	14	\$2,100.00
				M-F 4p-5p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/20/21	09/26/21	---TF--					4	\$150.00		0.00			
Week:		09/27/21	10/03/21	MTWTF--					10	\$150.00		0.00			
N 7	WSFA	09/23/21	10/01/21	M-F 5p News	CM	5-530p	MTWTF--	:30	4	\$300.00	P-03	0.00	NM	14	\$4,200.00
				M-F 5p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/20/21	09/26/21	---TF--					4	\$300.00		0.00			
Week:		09/27/21	10/03/21	MTWTF--					10	\$300.00		0.00			
N 8	WSFA	09/23/21	10/01/21	M-F 6p News	CM	6p-630p	MTWTF--	:30	4	\$495.00	P-03	0.00	NM	14	\$6,930.00
				M-F 6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/20/21	09/26/21	---TF--					4	\$495.00		0.00			
Week:		09/27/21	10/03/21	MTWTF--					10	\$495.00		0.00			
N 9	WSFA	09/23/21	10/01/21	M-F 10p News	CM	M-F 10-1035p	MTWTF--	:30	4	\$415.00	P-03	0.00	NM	14	\$5,810.00
				M-F 10p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/20/21	09/26/21	---TF--					4	\$415.00		0.00			
Week:		09/27/21	10/03/21	MTWTF--					10	\$415.00		0.00			
N 10	WSFA	09/23/21	10/01/21	M-F 430a-5a News	CM	430a-5a	MTWTF--	:30	4	\$30.00	P-03	0.00	NM	14	\$420.00
				M-F 430a-5a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/20/21	09/26/21	---TF--					4	\$30.00		0.00			
Week:		09/27/21	10/03/21	MTWTF--					10	\$30.00		0.00			
N 11	WSFA	09/25/21	09/25/21	Sat 6p News	CM	6p-7p	-----S-	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
				Sat 6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/20/21	09/26/21	-----S-					1	\$150.00		0.00			
N 12	WSFA	09/25/21	09/25/21	Sat 10p News	CM	Sa 10-1030p	-----S-	:30	1	\$270.00	P-03	0.00	NM	1	\$270.00
				Sat 10p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/20/21	09/26/21	-----S-					1	\$270.00		0.00			
N 13	WSFA	09/26/21	09/26/21	Sun 9a News	CM	9a-930a	-----S	:30	1	\$45.00	P-03	0.00	NM	1	\$45.00
				Sun 9a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/20/21	09/26/21	-----S					1	\$45.00		0.00			
N 14	WSFA	09/26/21	09/26/21	Sun 5p News	CM	5p-530p	-----S	:30	1	\$150.00	P-03	0.00	NM	1	\$150.00
				Sun 5p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/20/21	09/26/21	-----S					1	\$150.00		0.00			
N 15	WSFA	09/26/21	09/26/21	News Following NFL	CM	10:30 PM-11:00 PM	-----S	:30	1	\$415.00	P-03	0.00	NM	1	\$415.00
				News Following NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/20/21	09/26/21	-----S					1	\$415.00		0.00			
N 16	WSFA	09/26/21	09/26/21	News Following NFL	CM	11:00 PM-11:30 PM	-----S	:30	1	\$265.00	P-03	0.00	NM	1	\$265.00
				News Following NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/20/21	09/26/21	-----S					1	\$265.00		0.00			
													Totals	132	\$29,995.00