

ORDER



WSBK-TV

Orders
Order / Rev: 417723
Alt Order #: WOC13169092
Product Desc: MAYOR
Estimate: 9057
Flight Dates: 08/04/21 - 08/10/21
Original Date / Rev: 08/03/21 / 08/03/21
Order Type: GENERAL

Primary AE: Nicole Elie
Sales Office: CTSP
Sales Region: National

Agency Name: Canal Partners Media LLC
Buying Contact: Amy Mills
Billing Contact:
 900 Circle 75 Parkway SE Ste 1650
 Atlanta, GA 30339

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

Advertiser Name: Annissa Essaibi George for Mayor
Demographic: HH
Product Codes: City/Local/Other - Candidate
Revenue Code 1: AGENCY
Revenue Code 2: POL
Revenue Code 3: CAN
Priority: LUR

New Business End:
Advertiser External ID: 514126
Agency External ID: 101693
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/26/21	08/10/21	42	\$3,300.00	\$2,805.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2021	42	\$3,300.00	\$2,805.00	0.00
Totals	42	\$3,300.00	\$2,805.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nicole Elie	CTSP	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	WSBK	08/04/21	08/10/21	M-F 10a-11a M-F 10a-11a	CM	10a-11a	11111--	:30	5	\$25.00	LUR	0.00	NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/21	08/10/21	11111--		5				\$25.00		0.00			
N 2	WSBK	08/04/21	08/10/21	M-F 11a-12p M-F 11a-12n	CM	1058a-12n	11111--	:30	5	\$25.00	LUR	0.00	NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/21	08/10/21	11111--		5				\$25.00		0.00			
N 3	WSBK	08/04/21	08/10/21	M-F 12p-1p M-F 12n-1p	CM	1158a-1p	11111--	:30	5	\$25.00	LUR	0.00	NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/21	08/10/21	11111--		5				\$25.00		0.00			
N 4	WSBK	08/04/21	08/10/21	M-F 1p-2p M-F 1p-2p	CM	1258p-2p	11111--	:30	5	\$50.00	LUR	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/21	08/10/21	11111--		5				\$50.00		0.00			
N 5	WSBK	08/04/21	08/10/21	M-F 2p-3p M-F 2p-3p	CM	158p-3p	11111--	:30	5	\$50.00	LUR	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/04/21	08/10/21	11111--		5				\$50.00		0.00			
N 6	WSBK	08/04/21	08/10/21		CM	727p-8p	-11----	:30	2	\$450.00	LUR	0.00	NM	2	\$900.00

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Advertiser: Annissa Essaibi George for Mayor
 Product Desc: MAYOR
 Estimate: 9057

WSBK-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Prime Access M-F 1b											
				Prime Access M-F 1b											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/04/21	08/10/21	-11----			2			\$450.00			0.00		
N 7	WSBK	08/04/21	08/08/21	Prime Access Sa-Su	CM	657p-8p	-----1	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
				Prime Access Sa-Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/02/21	08/08/21	-----1			1			\$100.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WSBK	08/02/21-08/08/21		Prime Access Sa-Su	657p-8p		-----Su	:30	(\$100.00)		0.00	NM			
See MG 7.2															
2	WSBK	08/08/21-08/08/21		Major League Soccer	7:00 PM-8:00 PM		-----Su	:30	\$100.00		0.00	NM			
Ⓜ MG for 7.1 08/08															
[Program Change]															
N 8	WSBK	08/04/21	08/04/21	Wednesday Prime Hr 2	CM	858p-10p	--1----	:30	1	\$150.00	LUR	0.00	NM	1	\$150.00
				Wednesday Prime Hr 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/02/21	08/08/21	--1----			1			\$150.00			0.00		
N 9	WSBK	08/04/21	08/05/21	Thursday Prime Hr 1	CM	758p-9p	---1---	:30	1	\$150.00	LUR	0.00	NM	1	\$150.00
				Thursday Prime Hr 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/02/21	08/08/21	---1---			1			\$150.00			0.00		
N 10	WSBK	08/04/21	08/06/21	Friday Prime Hr 1	CM	758p-9p	----1--	:30	1	\$150.00	LUR	0.00	NM	1	\$150.00
				Friday Prime Hr 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/02/21	08/08/21	----1--			1			\$150.00			0.00		
N 11	WSBK	08/04/21	08/06/21	Friday Prime Hr 2	CM	858p-10p	----1--	:30	1	\$150.00	LUR	0.00	NM	1	\$150.00
				Friday Prime Hr 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/02/21	08/08/21	----1--			1			\$150.00			0.00		
N 12	WSBK	08/04/21	08/09/21	M-F 1058p-1130p	CM	1057p-1130p	1--1---	:30	2	\$100.00	LUR	0.00	NM	2	\$200.00
				M-F 1057p-1130p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/04/21	08/10/21	1--1---			2			\$100.00			0.00		
N 13	WSBK	08/04/21	08/10/21	M-F 1130p-12m	CM	1130p-12a	-11----	:30	2	\$100.00	LUR	0.00	NM	2	\$200.00
				M-F 1130p-12a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/04/21	08/10/21	-11----			2			\$100.00			0.00		
N 14	WSBK	08/04/21	08/09/21	M-F 12a-1a	CM	12:00 XM-12:30 XM	1--11--	:30	3	\$75.00	LUR	0.00	NM	3	\$225.00
				M-F 12a-1a	(12:00 XM-12:30 XM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/04/21	08/10/21	1--11--			3			\$75.00			0.00		
N 15	WSBK	08/04/21	08/10/21	M-F 12a-1a	CM	12:30 XM-1:00 XM	-11----	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
				M-F 12a-1a	(12:30 XM-1:00 XM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/04/21	08/10/21	-11----			2			\$50.00			0.00		
N 16	WSBK	08/04/21	08/08/21	Su 1058p-12a	CM	11:00 PM-11:30 PM	-----1	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
				Su 1058p-12a	(11:00 PM-11:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/02/21	08/08/21	-----1			1			\$100.00			0.00		
													Totals	42	\$3,300.00