

ORDER



Orders
Order / Rev: 1280957
Alt Order #: WOC14623860
Product Desc: BIDEN FOR PRESIDENT
Estimate: 4210
Flight Dates: 04/12/24 - 04/18/24
Original Date / Rev: 04/15/24 / 04/15/24
Order Type: GENERAL

KASW
Primary AE: Margie MacDonald
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Allegory - POL
Buying Contact:
Billing Contact:
 One World Trade Center
 New York, NY 10007

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

Advertiser
Name: Biden/Democrat/President
Demographic: A25-54
Product Codes: Federal Candidate,Presidential
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-3

New Business End:
Advertiser External ID: 255871
Agency External ID: 155921
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/18/24	37	\$5,000.00	\$4,250.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	37	\$5,000.00	\$4,250.00	10.40
Totals	37	\$5,000.00	\$4,250.00	10.40

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Margie MacDonald	EWSDC	NAT	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	KASW	04/15/24	04/18/24	M-F 10-11am JUDGE MATHIS	CM	10:00 AM-11:00 AM	- 111 - - -	:30	3	\$50.00	P-3	0.30	NM	3	\$150.00
(Program: JUDGE MATHIS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	- 111 - - -					3	\$50.00		0.30			
N 2	KASW	04/15/24	04/18/24	M-F 11am-12pm MATHIS COURT	CM	11:00 AM-12:00 PM	- 111 - - -	:30	3	\$50.00	P-3	0.30	NM	3	\$150.00
(Program: MATHIS COURT)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	- 111 - - -					3	\$50.00		0.30			
N 3	KASW	04/15/24	04/18/24	M-F 12-1pm News ABC15 NEWS ON CW61	CM	12:00 PM-1:00 PM	- 111 - - -	:30	3	\$50.00	P-3	0.30	NM	3	\$150.00
(Program: ABC15 NEWS ON CW61)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	- 111 - - -					3	\$50.00		0.30			
N 4	KASW	04/15/24	04/18/24	M-F 2-3pm JUDGE MILIAN	CM	2:00 PM-3:00 PM	- 111 - - -	:30	3	\$50.00	P-3	0.20	NM	3	\$150.00
(Program: JUDGE MILIAN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	- 111 - - -					3	\$50.00		0.20			
N 5	KASW	04/15/24	04/18/24	M-F 330-4pm AMERICAN HOUSEWIFE B	CM	3:30 PM-4:00 PM	- 111 - - -	:30	3	\$100.00	P-3	0.20	NM	3	\$300.00

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Advertiser: Biden/Democrat/President
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 Estimate: 4210
KASW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: AMERICAN HOUSEWIFE B)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	-111---		3				\$100.00		0.20			
N 6	KASW	04/15/24	04/18/24	M-F 4-430pm NEIGHBORHOOD	CM	4:00 PM-4:30 PM	-111---	:30	3	\$100.00	P-3	0.20	NM	3	\$300.00
(Program: NEIGHBORHOOD)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	-111---		3				\$100.00		0.20			
N 7	KASW	04/15/24	04/18/24	M-F 430-5pm NEIGHBORHOOD B	CM	4:30 PM-5:00 PM	-111---	:30	3	\$100.00	P-3	0.20	NM	3	\$300.00
(Program: NEIGHBORHOOD B)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	-111---		3				\$100.00		0.20			
N 8	KASW	04/15/24	04/18/24	M-F 5-530pm FRIENDS	CM	5:00 PM-5:30 PM	-111---	:30	3	\$200.00	P-3	0.30	NM	3	\$600.00
(Program: FRIENDS)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	-111---		3				\$200.00		0.30			
N 9	KASW	04/15/24	04/18/24	M-F 530-6pm FRIENDS B	CM	5:30 PM-6:00 PM	-111---	:30	3	\$200.00	P-3	0.30	NM	3	\$600.00
(Program: FRIENDS B)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	-111---		3				\$200.00		0.30			
N 10	KASW	04/15/24	04/18/24	M-F 6-630pm TWO AND A HALF MEN	CM	6:00 PM-6:30 PM	-111---	:30	3	\$300.00	P-2	0.40	NM	3	\$900.00
(Program: TWO AND A HALF MEN)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	-111---		3				\$300.00		0.40			
N 11	KASW	04/15/24	04/18/24	M-F 630-7pm TWO AND A HALF MEN B	CM	6:30 PM-7:00 PM	-111---	:30	3	\$300.00	P-2	0.40	NM	3	\$900.00
(Program: TWO AND A HALF MEN B)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	-111---		3				\$300.00		0.40			
N 12	KASW	04/15/24	04/18/24	M-F 9-930pm News ABC15 NEWS ON CW61	CM	9:00 PM-9:30 PM	-111---	:30	3	\$100.00	P-2	0.20	NM	3	\$300.00
(Program: ABC15 NEWS ON CW61)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	-111---		3				\$100.00		0.20			
N 13	KASW	04/15/24	04/17/24	M-F 10-1030pm SEINFELD 10P	CM	10:00 PM-10:30 PM	--1----	:30	1	\$200.00	P-2	0.50	NM	1	\$200.00
(Program: SEINFELD 10P)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	--1----		1				\$200.00		0.50			
													Totals	37	\$5,000.00