

# ORDER

**Orders**  
**Order / Rev:** 2500296  
 Alt Order #: \_\_\_\_\_  
 Product Desc: Political - Oct 2023 - County Executive  
 Estimate: \_\_\_\_\_  
 Flight Dates: 10/05/23 - 10/18/23  
 Original Date / Rev: 10/04/23 / 10/04/23  
 Order Type: GENERAL

**Rochester WROC-AM**  
 Primary AE: Rochester House  
 Sales Office: L-ROC  
 Sales Region: Local

**Agency**  
**Name:** Growth Marketing of NY LLC  
 Buying Contact: Arnie Rothschild  
 Billing Contact: Arnie Rothschild  
39 State St ATTN: Arnie Rothschild  
Rochester, NY 14614

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

**Advertiser**  
**Name:** Mark Assini for County Executive  
 Demographic: P12+  
 Product Codes: Candidates  
 Revenue Code 1: AGY  
 Revenue Code 2: POL  
 Revenue Code 3: POL-CAND  
 Priority: NON-PRE

New Business End: \_\_\_\_\_  
 Advertiser External ID: 218676  
 Agency External ID: 4022332  
 Unit Code: Candidate -  
 Order Separation: 00:45:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/25/23	10/18/23	20	\$240.00	\$204.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2023	20	\$240.00	\$204.00	0.00
<b>Totals</b>	<b>20</b>	<b>\$240.00</b>	<b>\$204.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rochester House			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	WROC	10/05/23	10/18/23	M-F 6a-10a	CM	7:00 AM-9:00 AM	22222--	:30	10	\$12.00	NON-	0.00	NM	20	\$240.00
				M-F		(7:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/23	10/08/23	---22--		4				\$12.00		0.00			
		Week: 10/09/23	10/15/23	22222--		10				\$12.00		0.00			
		Week: 10/16/23	10/22/23	222----		6				\$12.00		0.00			
													<b>Totals</b>	<b>20</b>	<b>\$240.00</b>