

ORDER



Orders
Order / Rev: 651618
 Alt Order #:
Product Desc: Issue
 Estimate:
Flight Dates: 04/04/24 - 04/28/24
Original Date / Rev: 03/13/24 / 04/11/24
Order Type: GENERAL

WGN-AM

Primary AE: Steve Godsell
Sales Office: L-CHI
Sales Region: Local

Agency Name: POL/Lecet-Union Direct
Buying Contact: Paul Gehrmann
Billing Contact: Paul Gehrmann
 999 McClintock Drive
 Burr Ridge, IL 60527

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM
Agency Commission: 0%

Advertiser Name: POL/Lecet-Union Direct
Demographic: A25-54
Product Codes: PL2
Revenue Code 1: DIR
Revenue Code 2: POL
Revenue Code 3: ISSUE
Priority: 11

New Business End: 03/13/24
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:53:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/28/24	88	\$22,500.00	\$22,500.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	88	\$22,500.00	\$22,500.00	0.00
Totals	88	\$22,500.00	\$22,500.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Steve Godsell	L-CHI	Local	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	720	04/05/24	04/26/24	M-F 6a-10a AM Drive	CM	6a-10a	MTWTF--	:30	1	\$425.00	02	0.00	NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	----F--		2				\$425.00		0.00			
		Week: 04/08/24	04/14/24	MTWTF--		1				\$425.00		0.00			
		Week: 04/15/24	04/21/24	MTWTF--		1				\$425.00		0.00			
		Week: 04/22/24	04/28/24	MTWTF--		1				\$425.00		0.00			
N 2	720	04/05/24	04/26/24	M-F 10a-3p Mid-Day	CM	10a-3p	MTWTF--	:30	2	\$400.00	02	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	----F--		2				\$400.00		0.00			
		Week: 04/08/24	04/14/24	MTWTF--		3				\$400.00		0.00			
		Week: 04/15/24	04/21/24	MTWTF--		3				\$400.00		0.00			
		Week: 04/22/24	04/28/24	MTWTF--		2				\$400.00		0.00			
N 3	720	04/05/24	04/26/24	M-F 3p-7p PM Drive	CM	3p-7p	MTWTF--	:30	2	\$400.00	02	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	----F--		2				\$400.00		0.00			
		Week: 04/08/24	04/14/24	MTWTF--		3				\$400.00		0.00			
		Week: 04/15/24	04/21/24	MTWTF--		3				\$400.00		0.00			
		Week: 04/22/24	04/28/24	MTWTF--		2				\$400.00		0.00			
N 4	720	04/05/24	04/26/24	M-F 7p-12a Late Night	CM	7p-12a	MTWTF--	:30	3	\$100.00	02	0.00	NM	16	\$1,600.00

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Advertiser: POL/Lecet-Union Direct
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 Estimate:
WGN-AM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	720	04/06/24	04/28/24	Sa-Su 5a-12a Sa-Su	CM	6:00 AM-7:00 PM (6:00 AM-7:00 PM)	-----SS	:30	2	\$275.00	02	0.00	NM	11	\$3,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	----F--		2				\$100.00		0.00			
		Week: 04/08/24	04/14/24	MTWTF--		5				\$100.00		0.00			
		Week: 04/15/24	04/21/24	MTWTF--		5				\$100.00		0.00			
		Week: 04/22/24	04/28/24	MTWTF--		4				\$100.00		0.00			
N 6	720	04/07/24	04/28/24	Su 7p-12a Sunday	CM	7p-12a	-----1	:30	1	\$50.00	02	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: 04/01/24	04/07/24	-----SS		3				\$275.00		0.00			
		Week: 04/08/24	04/14/24	-----SS		3				\$275.00		0.00			
		Week: 04/15/24	04/21/24	-----SS		3				\$275.00		0.00			
		Week: 04/22/24	04/28/24	-----SS		2				\$275.00		0.00			
N 7	720	04/12/24	04/26/24	M-F 6a-10a AM Drive	CM	6a-10a	MTWTF--	:30	1	\$425.00	02	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	----F--		1				\$425.00		0.00			
		Week: 04/15/24	04/21/24	MTWTF--		2				\$425.00		0.00			
		Week: 04/22/24	04/28/24	MTWTF--		1				\$425.00		0.00			
N 8	720	04/12/24	04/26/24	M-F 3p-7p PM Drive	CM	3p-7p	MTWTF--	:30	1	\$400.00	02	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	----F--		1				\$400.00		0.00			
		Week: 04/15/24	04/21/24	MTWTF--		3				\$400.00		0.00			
		Week: 04/22/24	04/28/24	MTWTF--		1				\$400.00		0.00			
N 9	720	04/12/24	04/26/24	M-F 10a-3p Mid-Day	CM	10a-3p	MTWTF--	:30	1	\$400.00	02	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	----F--		1				\$400.00		0.00			
		Week: 04/15/24	04/21/24	MTWTF--		2				\$400.00		0.00			
		Week: 04/22/24	04/28/24	MTWTF--		2				\$400.00		0.00			
N 10	720	04/14/24	04/28/24	Su 8a-9a Sunday	CM	8a-9a	-----1	:30	1	\$200.00	02	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/08/24	04/14/24	-----1		1				\$200.00		0.00			
		Week: 04/15/24	04/21/24	-----1		1				\$200.00		0.00			
		Week: 04/22/24	04/28/24	-----1		1				\$200.00		0.00			
N 11	720	04/14/24	04/28/24	Su 7p-12a Sunday	CM	7p-12a	-----1	:30	1	\$50.00	02	0.00	NM	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: 04/08/24	04/14/24	-----1		1				\$50.00		0.00			
		Week: 04/15/24	04/21/24	-----2		2				\$50.00		0.00			
		Week: 04/22/24	04/28/24	-----1		1				\$50.00		0.00			
N 12	720	04/15/24	04/26/24	M-F 7p-12a Late Night	CM	7p-12a	MTWTF--	:30	5	\$100.00	02	0.00	NM	10	\$1,000.00
		<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	MTWTF--		5				\$100.00		0.00			
		Week: 04/22/24	04/28/24	MTWTF--		5				\$100.00		0.00			
													Totals	88	\$22,500.00