

# 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 / 04/04/24  
**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	57	\$15,000.00	\$15,000.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	57	\$15,000.00	\$15,000.00	0.00
<b>Totals</b>	<b>57</b>	<b>\$15,000.00</b>	<b>\$15,000.00</b>	<b>0.00</b>

**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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 Flight Dates: 04/04/24 - 04/28/24

Advertiser: POL/Lecet-Union Direct  
 Product Desc: Issue  
 Estimate:

**WGN-AM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<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 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	\$275.0002		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	-----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 6	720	04/07/24	04/28/24	Su 7p-12a Sunday	CM	7p-12a	-----1	:30	1	\$50.0002		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	-----2		2				\$50.00		0.00			
		Week: 04/08/24	04/14/24	-----1		1				\$50.00		0.00			
		Week: 04/15/24	04/21/24	-----1		1				\$50.00		0.00			
		Week: 04/22/24	04/28/24	-----1		1				\$50.00		0.00			
<b>Totals</b>													<b>57</b>	<b>\$15,000.00</b>	