

ORDER



WGN-AM

Orders

Order / Rev:

651618

Alt Order #:

Product Desc:

Issue

Estimate:

Flight Dates:

03/25/24 - 04/28/24

Original Date / Rev:

03/13/24 / 03/13/24

Order Type:

GENERAL

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
02/26/24	03/31/24	13	\$3,300.00	\$3,300.00
04/01/24	04/28/24	44	\$11,700.00	\$11,700.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	13	\$3,300.00	\$3,300.00	0.00
April 2024	44	\$11,700.00	\$11,700.00	0.00
Totals	57	\$15,000.00	\$15,000.00	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	03/25/24	04/26/24	M-F 6a-10a AM Drive	CM	6a-10a	MTWTF--	:30	1	\$425.00	11	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:		03/25/24	03/31/24	MTWTF--	1		\$425.00		0.00						
Week:		04/01/24	04/07/24	MTWTF--	1		\$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	03/25/24	04/26/24	M-F 10a-3p Mid-Day	CM	10a-3p	MTWTF--	:30	2	\$400.00	11	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:		03/25/24	03/31/24	MTWTF--	2		\$400.00		0.00						
Week:		04/01/24	04/07/24	MTWTF--	2		\$400.00		0.00						
Week:		04/08/24	04/14/24	MTWTF--	2		\$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 3	720	03/25/24	04/26/24	M-F 3p-7p PM Drive	CM	3p-7p	MTWTF--	:30	2	\$400.00	11	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:		03/25/24	03/31/24	MTWTF--	2		\$400.00		0.00						
Week:		04/01/24	04/07/24	MTWTF--	2		\$400.00		0.00						
Week:		04/08/24	04/14/24	MTWTF--	2		\$400.00		0.00						

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 Flight Dates: 03/25/24 - 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: 04/15/24	04/21/24	MTWTF--			2		\$400.00	0.00					
		Week: 04/22/24	04/28/24	MTWTF--			2		\$400.00	0.00					
N 4	720	03/25/24	04/26/24	M-F 7p-12a Late Night	CM	7p-12a	MTWTF--	:30	3	\$100.00	11	0.00	NM	16	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 03/25/24	03/31/24	MTWTF--			4		\$100.00	0.00					
		Week: 04/01/24	04/07/24	MTWTF--			3		\$100.00	0.00					
		Week: 04/08/24	04/14/24	MTWTF--			3		\$100.00	0.00					
		Week: 04/15/24	04/21/24	MTWTF--			3		\$100.00	0.00					
		Week: 04/22/24	04/28/24	MTWTF--			3		\$100.00	0.00					
N 5	720	03/30/24	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	11	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: 03/25/24	03/31/24	-----SS			3		\$275.00	0.00					
		Week: 04/01/24	04/07/24	-----SS			2		\$275.00	0.00					
		Week: 04/08/24	04/14/24	-----SS			2		\$275.00	0.00					
		Week: 04/15/24	04/21/24	-----SS			2		\$275.00	0.00					
		Week: 04/22/24	04/28/24	-----SS			2		\$275.00	0.00					
N 6	720	03/31/24	04/28/24	Su 7p-12a Sunday	CM	7p-12a	-----1	:30	1	\$50.00	11	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: 03/25/24	03/31/24	-----1			1		\$50.00	0.00					
		Week: 04/01/24	04/07/24	-----1			1		\$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					
Totals													57	\$15,000.00	