

Rev 3



125 West 55th St
New York, NY 10019

Contract # 28394099

CPE: 57/95/516

Agency: 360 TOUCH
ADVERTISING
4222 Hilltop Drive
Park City, UT 84098

Changes as of: 5/16/2024 at 5:40 PM

Flight: 6/4/24 - 6/10/24

Advertiser: AMERICAN PATRIOTS
PAC

Product: Issue

Agency Order #: 13383258

Buyer: Merrill, Lutisha

Salesperson: MARK DEUTSCH
323-966-5272

Separation:

Version: Highlighting Makegood 3

Station: WFXR

Market: Roanoke-Lynchburg

Office: LOS ANGELES

Service: Nielsen

Primary Demo:

Assistant: MARK DEUTSCH2
323-966-5272

Status: Confirmed

Con Type: POLITICAL/VOTE

Total \$: \$17,475.00

Total Spots: 104

Total CPP: \$0.00

Total GRP:

Traffic #: 4444513

Comments: Separation: 30;PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	Len	6/4 - 6/10							Total Spots	Total \$	CPP*	GRP*
						6/4	6/5	6/6	6/7	6/8	6/9	6/10				
1	Tu-F,M 5a-9a		Good Day Virginia	\$45.00	30	3	3	3	3	0	0	3	15	\$675.00	\$0.00	0.0
2	Tu-F,M 9a-10a		Good Day Virginia at 9am	\$75.00	30	2	2	2	2	0	0	2	10	\$750.00	\$0.00	0.0
3	Su 9a-10a		FOX News Sunday	\$150.00	30	0	0	0	0	0	1	0	1	\$150.00	\$0.00	0.0
4	Tu-F,M 12n-1p		WFXR News at Noon	\$90.00	30	1	1	1	1	0	0	1	5	\$450.00	\$0.00	0.0
5	Tu-F,M 3p-4p		People's Court	\$120.00	30	1	0	1	1	0	0	0	3	\$360.00	\$0.00	0.0
6	Tu-F,M 4p-5p		Family Feud	\$150.00	30	2	2	2	2	0	0	2	10	\$1,500.00	\$0.00	0.0
7	Tu-F,M 5p-6p		Judge Judy	\$195.00	30	2	2	2	2	0	0	2	10	\$1,950.00	\$0.00	0.0
8	Tu-F,M 6p-6:30p		WFXR News at 6pm	\$150.00	30	2	2	2	2	0	0	2	10	\$1,500.00	\$0.00	0.0
9	Tu-F,M 6:30p-7p		WFXR News First @ 630P	\$150.00	30	1	1	1	1	0	0	1	5	\$750.00	\$0.00	0.0
MSD 10	Su 6p-7p		Big Bang Theory	\$105.00	30	0	0	0	0	0	2	0	0	\$0.00	\$0.00	0.0
11	Tu-F,M 10p-10:30p		WFXR News First @ 10P	\$375.00	30	1	1	1	1	0	0	1	5	\$1,875.00	\$0.00	0.0
12	Tu-F,M 10:30p-11p		WFXR News First @ 1030P	\$330.00	30	1	1	1	1	0	0	1	5	\$1,650.00	\$0.00	0.0
MSD 13	Sa 10:30p-11p		WFXR News First @ 1030P	\$240.00	30	0	0	0	0	1	0	0	0	\$0.00	\$0.00	0.0
14	Su 10:30p-11p		WFXR News First @ 1030P	\$270.00	30	0	0	0	0	0	1	0	1	\$270.00	\$0.00	0.0
MSD 15	Tu-F,M 11p-11:30p		Big Bang Theory	\$90.00	30	1	1	1	1	0	0	1	4	\$360.00	\$0.00	0.0
MSD 16	Tu-F,M 11:30p-12m		Young Sheldon	\$75.00	30	1	1	1	1	0	0	1	4	\$300.00	\$0.00	0.0
17	Su 11p-11:30p		The Outdoorsman	\$105.00	30	0	0	0	0	0	1	0	1	\$105.00	\$0.00	0.0
18	M 8p-9p		Stars On Mars-FOX	\$550.00	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
19	Tu 8p-9p		Beat Shazam-FOX	\$550.00	30	1	0	0	0	0	0	0	1	\$550.00	\$0.00	0.0
20	W 8p-9p		MasterChef-FOX	\$700.00	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
21	Sa 1p-4p		FOX MLB London Game-Philadelphia Vs. NY Mets	\$280.00	30	0	0	0	0	1	0	0	1	\$280.00	\$0.00	0.0

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Agency: 360 TOUCH ADVERTISING 4222 Hilltop Drive Park City, UT 84098	Advertiser: AMERICAN PATRIOTS PAC	Market: Roanoke-Lynchburg	Total \$: \$17,475.00
Product: Issue	Office: LOS ANGELES	Total Spots: 104	
Agency Order #: 13383258	Service: Nielsen	Total CPP: \$0.00	
Buyer: Merrill, Lutisha	Primary Demo:	Total GRP:	
Salesperson: MARK DEUTSCH 323-966-5272	Assistant: MARK DEUTSCH2 323-966-5272	Traffic #: 4444513	
Separation:			

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						6/4	6/5	6/6	6/7	6/8	6/9	6/10				
22	Sa 1p-6p		Fox Sports (See Sports)	\$300.00	30	0	0	0	0	1	0	0	1	\$300.00	\$0.00	0.0
23	Sa 4p-6:30p		Belmont Day on FOX	\$90.00	30	0	0	0	0	1	0	0	1	\$90.00	\$0.00	0.0
<i>[June'22 actual delivery of Belmont Stakes Pre-Race in the market.]</i>																
24	Sa 6:30p-7:30p		The Belmont Stakes on FOX	\$170.00	30	0	0	0	0	1	0	0	1	\$170.00	\$0.00	0.0
<i>[June'22 actual delivery of Belmont Stakes in the market.]</i>																
25	Su 2p-10:30p		FOX NASCAR Cup Series	\$1,575.00	30	0	0	0	0	0	1	0	1	\$1,575.00	\$0.00	0.0
26	M 8p-9p		Name That Tune	\$550.00	30	0	0	0	0	0	0	1	1	\$550.00	\$0.00	0.0
27	W 8p-9p		D-Day The Greatest Victory	\$700.00	30	0	1	0	0	0	0	0	1	\$700.00	\$0.00	0.0
MGD 28	Tu-F,M 11p-11:30p		MasterChef	\$90.00	30	0	1	0	0	0	0	0	1	\$90.00	\$0.00	0.0
MGD 29	Sa 11p-11:30p		WFXR News after MLB	\$240.00	30	0	0	0	0	1	0	0	1	\$240.00	\$0.00	0.0
MGD 30	Tu-F,M 11:30p-12m		Masterchef	\$75.00	30	0	1	0	0	0	0	0	1	\$75.00	\$0.00	0.0
MGD 31	Tu-F 5:30a-6a		Good Day VA @ 5:30a	\$30.00	30	0	0	1	1	0	0	0	2	\$60.00	\$0.00	0.0
MGD 32	Tu-F 8:30a-9a		Good Day VA 8:30a	\$75.00	30	1	1	0	0	0	0	0	2	\$150.00	\$0.00	0.0
TOTALS:						20	19	19	19	5	4	18	104	\$17,475.00	\$0.00	0.0

Makegood Comments			
Date/Time	Action	Added by	Comment
05/16/24 7:25 PM	Accepted	Lutisha Merrill	Other
05/16/24 5:43 PM	Sent To Agency	MARK DEUTSCH	Makegoods due to Program Change. We are preempting Masterchef in Prime to air the D-Day Special (see previous Makegood). Prime is moving to Late Fringe. Keeping spots in time period 11p-12m. Big Bang not airing on the weekend due to sports. Thank you.
05/16/24 5:40 PM	Sent To Rep	Deborah King	Program Change. We are preempting Masterchef in Prime to air the D-Day Special (see previous makegood). Prime is moving to Late Fringe. Keeping spots in time period 11p-12m. Big Bang not airing on the weekend due to sports.