

ORDER



Orders
Order / Rev: 1281404
Alt Order #: WOC14624889
Product Desc: Issue
Estimate: 13199
Flight Dates: 09/03/24 - 09/09/24
Original Date / Rev: 04/17/24 / 04/17/24
Order Type: GENERAL

WXMI
Primary AE: Christopher Murphy
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Great American Media
Buying Contact:
Billing Contact:
 3050 K Street NW
 Washington, DC 20007

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

Advertiser Name: Democratic Senatorial Campaign Com
Demographic: A35+
Product Codes: Non-Ballot Issue
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: DEF

New Business End:
Advertiser External ID: 261328
Agency External ID: 109444
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/26/24	09/09/24	36	\$42,525.00	\$36,146.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2024	36	\$42,525.00	\$36,146.25	0.00
Totals	36	\$42,525.00	\$36,146.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Murphy			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	WXMI	09/03/24	09/09/24	M-F 630-7am M-F 630-7am (Program: FOX 17 MORN NEWS AT 630A) 3Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of M-F FOX 17 Morning News 6a on WXMI airing 58 times on 6/26/2023, 6/27/2023, 6/28/2023, 6/29/2023, 6/30/2023, 7/3/2023, 7/4/2023, 7/5/2023, 7/6/2023, 7/7/2023, 7/10/2023, 7/11/	CM	6:30 AM-7:00 AM	MTWTF--	:30	5	\$675.00	P-1	0.00	NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/24	09/09/24	MTWTF--		5			\$675.00			0.00			
N 2	WXMI	09/03/24	09/09/24	M-F 730-8am M-F 730-8am (Program: FOX 17 MORN NEWS AT 730A) 3Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of M-F FOX 17 Morning News 7a on WXMI airing 59 times on 6/26/2023, 6/27/2023, 6/28/2023, 6/29/2023, 6/30/2023, 7/3/2023, 7/4/2023, 7/5/2023, 7/6/2023, 7/7/2023, 7/10/2023, 7/11/	CM	7:30 AM-8:00 AM	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	4	\$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: 09/03/24	09/09/24	MTWTF--		4			\$900.00			0.00			
N 3	WXMI	09/03/24	09/09/24	M-F 830-9am M-F 830-9am (Program: FOX 17 MORN NEWS AT 830A) 3Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of M-F FOX 17 Morning News 8a on WXMI airing 64 times on 6/26/2023, 6/27/2023, 6/28/2023, 6/29/2023, 6/30/2023, 7/3/2023, 7/4/2023, 7/5/2023, 7/6/2023, 7/7/2023, 7/10/2023, 7/11/	CM	8:30 AM-9:00 AM	MTWTF--	:30	4	\$750.00	P-1	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/24	09/09/24	MTWTF--		4			\$750.00			0.00			

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Advertiser: Democratic Senatorial Campaign Commi
 Product Desc: Issue
 Estimate: 13199
WXMI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WXMI	09/03/24	09/07/24	SA-SU 630-7am SA-SU 630-7am	CM	6:30 AM-7:00 AM	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
(Program: FOX 17 SAT MORN NEWS AT 630A) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of sat news at 6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/02/24	09/08/24	-----S-			1		\$450.00		0.00				
N 5	WXMI	09/03/24	09/07/24	SA-SU 8-830am SA-SU 8-830am	CM	8:00 AM-8:30 AM	-----S-	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
(Program: FOX 17 SAT MORN NEWS AT 8A) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of sat news at 8a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/02/24	09/08/24	-----S-			1		\$750.00		0.00				
N 6	WXMI	09/03/24	09/09/24	M-F 9-930am News M-F 9-930am News	CM	9:00 AM-9:30 AM	MTWTF--	:30	4	\$300.00	P-1	0.00	NM	4	\$1,200.00
(Program: FOX 17 MORNING NEWS 9A) 3Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of FOX 17 Morning News on WXMI airing 10 times on 9/11/2023, 9/12/2023, 9/13/2023, 9/14/2023, 9/15/2023, 9/18/2023, 9/19/2023, 9/20/2023, 9/21/2023 and 9/22/2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/24	09/09/24	MTWTF--			4		\$300.00		0.00				
N 7	WXMI	09/03/24	09/09/24	M-F 530-6pm News M-F 530-6pm News	CM	5:30 PM-6:00 PM	MTWTF--	:30	3	\$575.00	P-1	0.00	NM	3	\$1,725.00
(Program: FOX 17 NEWS AT 530P) 3Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of FOX 17 News at 5:00pm on WXMI airing 65 times on 6/26/2023, 6/27/2023, 6/28/2023, 6/29/2023, 6/30/2023, 7/3/2023, 7/4/2023, 7/5/2023, 7/6/2023, 7/7/2023, 7/10/2023, 7/11/2023,															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/24	09/09/24	MTWTF--			3		\$575.00		0.00				
N 8	WXMI	09/03/24	09/09/24	M-F 6-630pm News M-F 6-630pm News	CM	6:00 PM-6:30 PM	MTWTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
(Program: FOX 17 NEWS AT 6P) 3Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of FOX 17 News at 6:00pm on WXMI airing 65 times on 6/26/2023, 6/27/2023, 6/28/2023, 6/29/2023, 6/30/2023, 7/3/2023, 7/4/2023, 7/5/2023, 7/6/2023, 7/7/2023, 7/10/2023, 7/11/2023,															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/24	09/09/24	MTWTF--			3		\$600.00		0.00				
N 9	WXMI	09/03/24	09/09/24	M-SU 10-11pm News M-SU 10-11pm News	CM	10:00 PM-10:30 PM	MTWTFSS	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
(Program: FOX 17 NEWS AT 10P) 3Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of M-F FOX 17 News at 10:00pm on WXMI airing 59 times on 6/26/2023, 6/27/2023, 6/28/2023, 6/29/2023, 6/30/2023, 7/3/2023, 7/4/2023, 7/5/2023, 7/6/2023, 7/7/2023, 7/10/2023, 7/12/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/24	09/09/24	MTWTFSS			5		\$950.00		0.00				
N 10	WXMI	09/03/24	09/09/24	M-F 1135pm-1205am M-F 1135pm-1205am	CM	11:35 PM-12:05 AM	XMTWTF--	:30	5	\$375.00	P-1	0.00	NM	5	\$1,875.00
(Program: TWO & A HALF MEN 1135P) 3Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - ESTIMATE IS BASED ON PAV of Two and a Half Men on WXMI airing 57 times on 6/26/2023, 6/27/2023, 6/28/2023, 6/29/2023, 6/30/2023, 7/3/2023, 7/4/2023, 7/5/2023, 7/6/2023, 7/7/2023, 7/10/2023, 7/12/2023, 7/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/24	09/09/24	XMTWTF--			5		\$375.00		0.00				
N 11	WXMI	09/03/24	09/07/24	Big 10 Local Team Big 10 Local Team	CM	12:00 PM-12:00 PM	XI-----S-	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
(Program: CFB LOCAL BIG 10) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 2021-2022 average of CFB local teams															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/02/24	09/08/24	-----S-			1		\$20,000.00		0.00				

Totals 36 \$42,525.00