

ORDER



Orders
Order / Rev: 1281385
Alt Order #: WOC14624900
Product Desc: Issue
Estimate: 13200
Flight Dates: 09/10/24 - 09/16/24
Original Date / Rev: 04/17/24 / 04/17/24
Order Type: GENERAL

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: 00:10:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/26/24	09/16/24	84	\$89,950.00	\$76,457.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2024	84	\$89,950.00	\$76,457.50	0.00
Totals	84	\$89,950.00	\$76,457.50	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	09/10/24	09/16/24	M-F 5-530am M-F 5-530am	CM	5:00 AM-5:30 AM	MTWTF--	:30	5	\$375.00	P-1	0.00	NM	5	\$1,875.00
(Program: FOX 17 MORN NEWS AT 5A) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of news at 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/24 09/16/24 MTWTF-- 5 \$375.00 0.00															
N 2	WXMI	09/10/24	09/16/24	M-F 530-6am M-F 530-6am	CM	5:30 AM-6:00 AM	MTWTF--	:30	5	\$375.00	P-1	0.00	NM	5	\$1,875.00
(Program: FOX 17 MORN NEWS AT 530A) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of news at 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/24 09/16/24 MTWTF-- 5 \$375.00 0.00															
N 3	WXMI	09/10/24	09/16/24	M-F 630-7am M-F 630-7am	CM	6:30 AM-7:00 AM	MTWTF--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
(Program: FOX 17 MORN NEWS AT 630A) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of 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: 09/10/24 09/16/24 MTWTF-- 5 \$900.00 0.00															
N 4	WXMI	09/10/24	09/16/24	M-F 7-730am M-F 7-730am	CM	7:00 AM-7:30 AM	MTWTF--	:30	5	\$975.00	P-1	0.00	NM	5	\$4,875.00
(Program: FOX 17 MORN NEWS AT 7A) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of news at 7a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															

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Advertiser: Democratic Senatorial Campaign Commi
 Product Desc: Issue
 Estimate: 13200
WXMI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WXMI	09/10/24	09/16/24	M-F 730-8am M-F 730-8am	CM	7:30 AM-8:00 AM	MTWTF--	:30	5	\$975.00	P-1	0.00	NM	5	\$4,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		09/10/24	09/16/24	MTWTF--		5		\$975.00	0.00						
		(Program: FOX 17 MORN NEWS AT 730A) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of news at 7a													
N 6	WXMI	09/10/24	09/16/24	M-F 8-830am M-F 8-830am	CM	8:00 AM-8:30 AM	MTWTF--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		09/10/24	09/16/24	MTWTF--		5		\$900.00	0.00						
		(Program: FOX 17 MORN NEWS AT 8A) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of news at 8a													
N 7	WXMI	09/10/24	09/16/24	M-F 830-9am M-F 830-9am	CM	8:30 AM-9:00 AM	MTWTF--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		09/10/24	09/16/24	MTWTF--		5		\$900.00	0.00						
		(Program: FOX 17 MORN NEWS AT 830A) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of news at 8a													
N 8	WXMI	09/10/24	09/14/24	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		09/09/24	09/15/24	-----S-		1		\$450.00	0.00						
		(Program: FOX 17 SAT MORN NEWS AT 630A) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of sat news at 6a													
N 9	WXMI	09/10/24	09/14/24	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		09/09/24	09/15/24	-----S-		1		\$750.00	0.00						
		(Program: FOX 17 SAT MORN NEWS AT 8A) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of sat news at 8a													
N 10	WXMI	09/10/24	09/16/24	M-F 9-930am News M-F 9-930am News	CM	9:00 AM-9:30 AM	MTWTF--	:30	5	\$450.00	P-1	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		09/10/24	09/16/24	MTWTF--		5		\$450.00	0.00						
		(Program: FOX 17 MORNING NEWS 9A) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of Morning Mix													
N 11	WXMI	09/10/24	09/16/24	M-F 430-5pm News M-F 430-5pm News	CM	4:30 PM-5:00 PM	MTWTF--	:30	5	\$750.00	P-1	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		09/10/24	09/16/24	MTWTF--		5		\$750.00	0.00						
		(Program: FOX 17 NEWS AT 430P) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of news at 4-5p													
N 12	WXMI	09/10/24	09/16/24	M-F 5-530pm News M-F 5-530pm News	CM	5:00 PM-5:30 PM	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$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:		09/10/24	09/16/24	MTWTF--		5		\$800.00	0.00						
		(Program: FOX 17 NEWS AT 5P) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of news at 5-6p													
N 13	WXMI	09/10/24	09/16/24	M-F 530-6pm News M-F 530-6pm News	CM	5:30 PM-6:00 PM	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$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:		09/10/24	09/16/24	MTWTF--		5		\$800.00	0.00						
		(Program: FOX 17 NEWS AT 530P) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of news at 5-6p													
N 14	WXMI	09/10/24	09/16/24	M-F 6-630pm News M-F 6-630pm News	CM	6:00 PM-6:30 PM	MTWTF--	:30	5	\$850.00	P-1	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		09/10/24	09/16/24	MTWTF--		5		\$850.00	0.00						
		(Program: FOX 17 NEWS AT 6P) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of news at 6-7p													
N 15	WXMI	09/10/24	09/16/24		CM	6:30 PM-7:00 PM	MTWTF--	:30	5	\$850.00	P-1	0.00	NM	5	\$4,250.00

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 Estimate: 13200
WXMI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 630-7pm News M-F 630-7pm News (Program: FOX 17 NEWS AT 630P) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of news at 6-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/24	09/16/24	MTWTF--			5		\$850.00		0.00				
N 16	WXMI	09/10/24	09/16/24	M-F 730-8pm M-F 730-8pm (Program: ACCESS HOLLYWOOD) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of You Bet Your Life	CM	7:30 PM-8:00 PM	MTWTF--	:30	5	\$750.00	P-1	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/24	09/16/24	MTWTF--			5		\$750.00		0.00				
N 17	WXMI	09/10/24	09/16/24	M-SU 10-11pm News M-SU 10-11pm News (Program: FOX 17 NEWS AT 10P) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of news at 10p	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	PMTWTFSS	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/24	09/16/24	MTWTFSS			5		\$1,500.00		0.00				
N 18	WXMI	09/10/24	09/16/24	M-F 1135pm-1205am M-F 1135pm-1205am (Program: TWO & A HALF MEN 1135P) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 4Q22 average of Two and a Half Men	CM	11:35 PM-12:05 AM	XMTWTF--	:30	4	\$500.00	P-1	0.00	NM	4	\$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:		09/10/24	09/16/24	MTWTF--			4		\$500.00		0.00				
N 19	WXMI	09/10/24	09/14/24	Big 10 Local Team Big 10 Local Team (Program: CFB LOCAL BIG 10) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 2021-2022 average of CFB local teams	CM	12:00 PM-12:00 PM	XI-----S-	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/09/24	09/15/24	-----S-			1		\$20,000.00		0.00				
N 20	WXMI	09/10/24	09/14/24	College Football Big 10 College Football Big 10 (Program: CFB LATE BIG10 2024) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 2021-2022 average of CFB Big 10 late games	CM	3:30 PM-7:30 PM (3:30 PM-7:30 PM)	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$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:		09/09/24	09/15/24	-----S-			1		\$3,000.00		0.00				
N 21	WXMI	09/10/24	09/14/24	College Football Big 10 College Football Big 10 (Program: CFB PRIME BIG10 2024) 4Q24 COMSCORE (sell) - GRAND RAPIDS-KALMZOO-B.CRK - 2021-2022 average of CFB Big 10 late/prime games	CM	7:00 PM-11:30 PM (7:00 PM-11:30 PM)	-----S-	:30	1	\$3,000.00	P-1	0.00	NM	1	\$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:		09/09/24	09/15/24	-----S-			1		\$3,000.00		0.00				
													Totals	84	\$89,950.00