

WOC14609456 [00.00]

Order Printout

Order Status: Opened-New	Start/End Dates: 04/01/24 - 04/21/24	C/P/E: 27 / 35 / 230
Traffic Order #:	Agency: Bullhorn Communications	Product Desc.: Primary
Buyer Order #: 13348836	Advertiser: Brewbaker for Congress AL-02	Estimate Desc.: Brewbaker AL-02 Run-Off TV April 3-16
AE: Mobile House	Buyer: Linda Brown	Total Cost: \$26,150.00 (Cash)
Property: WALA TV	Primary Demo: [N] Adults 35+ (RTG)	Received Date: 4/03/24 7:57 AM
Sales Region: Local		

Comments:

Separation: 30PopulationBuyType: CPP

List Items							Spots											Totals			[N] Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Apr 1	Apr 8	Apr 15										Total Spots	Total Cost	RTG	GRP	CPP
1	FOX 10 NEWS 5-5:30A	NM	:30	5:00 AM-5:30 AM	MTWTF--	160.00	2	3	1										6	960.00	1.27	7.62	125.88
(Program: FOX 10 NEWS 5-5:30A)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF FOX 10 NWS 5AM Mo-Fr 5:00a-5:30a IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL.																							
2	FOX 10 NEWS 5:30-6A	NM	:30	5:30 AM-6:00 AM	MTWTF--	200.00	2	2	2										6	1,200.00	1.44	8.64	138.89
(Program: FOX 10 NEWS 5:30-6A)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF FOX10 NW 530AM Mo-Fr 5:30a-6:00a IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL.																							
3	FOX 10 NEWS 6AM	NM	:30	6:00 AM-6:30 AM	MTWTF--	350.00	2	3	1										6	2,100.00	2.18	13.08	160.55
(Program: FOX 10 NEWS 6AM)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF FOX 10 NWS 6AM Mo-Fr 6:00a-7:00a IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL FROM Mo-Fr 6:00a-6:30a.																							
4	FOX 10 NEWS 6:30AM	NM	:30	6:30 AM-7:00 AM	MTWTF--	350.00	2	4	1										7	2,450.00	2.25	15.75	155.56
(Program: FOX 10 NEWS 6:30AM)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF FOX 10 NWS 6AM Mo-Fr 6:00a-7:00a IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL FROM Mo-Fr 6:30a-7:00a.																							
5	FOX 10 NEWS 7AM	NM	:30	7:00 AM-7:30 AM	MTWTF--	350.00	2	4	2										8	2,800.00	2.87	22.96	121.95
(Program: FOX 10 NEWS 7AM)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF FOX 10 NWS 7AM Mo-Fr 7:00a-8:00a IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL FROM Mo-Fr 7:00a-7:30a.																							
6	FOX 10 NEWS 7:30AM	NM	:30	7:30 AM-8:00 AM	MTWTF--	350.00	2	4	2										8	2,800.00	2.97	23.76	117.85
(Program: FOX 10 NEWS 7:30AM)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF FOX 10 NWS 7AM Mo-Fr 7:00a-8:00a IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL FROM Mo-Fr 7:30a-8:00a.																							

List Items							Spots											Totals		[N] Adults 35+			
Line	Program	ST	Len	Time	Days	Rate	Apr 1	Apr 8	Apr 15									Total Spots	Total Cost	RTG	GRP	CPP	
7	FOX 10 NEWS 8A	NM	:30	8:00 AM-8:30 AM	MTWTF--	350.00	2	4	2									8	2,800.00	2.82	22.56	124.11	
(Program: FOX 10 NEWS 8A)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF FOX 10 NWS 8AM Mo-Fr 8:00a-9:00a IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL FROM Mo-Fr 8:00a-8:30a.																							
8	FOX 10 NEWS 8:30A	NM	:30	8:30 AM-9:00 AM	MTWTF--	350.00	2	4	1									7	2,450.00	2.61	18.27	134.10	
(Program: FOX 10 NEWS 8:30A)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF FOX 10 NWS 8AM Mo-Fr 8:00a-9:00a IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL FROM Mo-Fr 8:30a-9:00a.																							
9	STUDIO 10	NM	:30	9:00 AM-10:00 AM	MTWTF--	150.00	3	5	2									10	1,500.00	1.66	16.60	90.36	
(Program: STUDIO 10)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF STUDIO 10 Mo-Fr 9:00a-10:00a IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL.																							
10	FOX10 NEWS @ 4P	NM	:30	4:00 PM-4:30 PM	MTWTF--	300.00	2	2	1									5	1,500.00	1.56	7.80	192.31	
(Program: FOX10 NEWS @ 4P)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF FOX 10 NWS-4PM Mo-Fr 4:00p-4:30p IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL.																							
11	FOX10 NEWS @ 530PM	NM	:30	5:30 PM-6:00 PM	MTWTF--	400.00	2	4	1									7	2,800.00	3.10	21.70	129.03	
(Program: FOX10 NEWS @ 530PM)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF FOX 10 NW-530P Mo-Fr 5:30p-6:00p IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL.																							
12	THE NEIGHBORHOOD	NM	:30	10:30 PM-11:00 PM	MTWTF--	125.00	2	3	1									6	750.00	0.95	5.70	131.58	
(Program: THE NEIGHBORHOOD)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF NEIGHBRHD, THE Mo-Fr 10:30p-11:00p IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL.																							
13	FOX 10 NEWS SAT 8A	NM	:30	8:00 AM-8:30 AM	-----S-	250.00	1	1	0									2	500.00	1.70	3.40	147.06	
(Program: FOX 10 NEWS SAT 8A)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF FOX 10 NW-8 WK Sat 8:00a-9:00a IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL FROM Sat 8:00a-8:30a.																							
14	FOX 10 NEWS SAT 8:30A	NM	:30	8:30 AM-9:00 AM	-----S-	250.00	1	1	0									2	500.00	1.88	3.76	132.98	
(Program: FOX 10 NEWS SAT 8:30A)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF FOX 10 NW-8 WK Sat 8:00a-9:00a IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL FROM Sat 8:30a-9:00a.																							
15	FOX 10 NEWS @930P SUN	NM	:30	9:30 PM-10:00 PM	-----S	400.00	1	1	0									2	800.00	3.00	6.00	133.33	
(Program: FOX 10 NEWS @930P SUN)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF FOX10-930P SUN Sun 9:30p-10:00p IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL.																							
16	THE NEIGHBORHOOD SUN	NM	:30	10:30 PM-11:00 PM	-----S	60.00	1	1	0									2	120.00	2.09	4.18	28.71	
(Program: THE NEIGHBORHOOD SUN)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF NEIGHBRHD WK Sun 10:30p-11:00p IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL.																							
17	THE NEIGHBORHOOD SUN-B	NM	:30	11:00 PM-11:30 PM	-----S	60.00	1	1	0									2	120.00	1.24	2.48	48.39	
(Program: THE NEIGHBORHOOD SUN-B)ALNov/2023LP adj. ALFeb/2023LP (pav) - MOBILE-PENSACOLA (FT WALT) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF NEIGHBRHD WK B Sun 11:00p-11:30p IN ALNov/2023LP ON WALA ADJUSTED TO THE ALFeb/2023LP TP HUT LEVEL.																							
Spot Totals:							30	47	17									94	26150.00		204.26		
[N] Adults 35+ GRP:							62.93	103.89	37.44														

List Items							Spots													Totals		[N] Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Apr 1	Apr 8	Apr 15											Total Spots	Total Cost	RTG	GRP	CPP
Rate Totals:							8040.00	13275.00	4835.00															

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
April	94	\$26,150.00	204.26				