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

Generated Date: 4/03/24 8:18 AM

Lis	t Items												Spots							Т	otals	[N]	Adults 3	5+
Line	Program	ST L	.en	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	125.9 8
				5:30A)ALNov/2023 ALFeb/2023LP TP			23LP (pav)	- MOBILE	-PENSAC	OLA (FT V	VALT) - ES	STIMATE IS	BASED (ON THE AC	CTUAL PE	RFORMAN	ICE OF FO	OX 10 NW	S 5AM Mo-	Fr 5:00)a-5:30a IN	ALNov/	2023LP (NC
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	138.8 9
				30-6A)ALNov/2023 ALFeb/2023LP TP			23LP (pav)	- MOBILE	-PENSAC	OLA (FT V	VALT) - ES	STIMATE IS	BASED (ON THE AC	CTUAL PE	RFORMAN	ICE OF FO	OX10 NW !	530AM Mo	-Fr 5:30	0a-6:00a IN	I ALNov	(2023LP	ON
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	160.5 5
				AM)ALNov/2023LP ALFeb/2023LP TP						A (FT WAL	T) - ESTIN	MATE IS B	ASED ON	THE ACTU	JAL PERF	ORMANCE	OF FOX	10 NWS 6	AM Mo-Fr	6:00a-7	7:00a IN AL	.Nov/202	23LP ON	
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	155.5 6
				30AM)ALNov/2023 ALFeb/2023LP TP						OLA (FT V	VALT) - ES	TIMATE IS	BASED (ON THE AC	CTUAL PE	RFORMAN	ICE OF FO	OX 10 NWS	S 6AM Mo-	Fr 6:00	a-7:00a IN	ALNov/	2023LP (NC
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	121.9 5
				AM)ALNov/2023LP ALFeb/2023LP TP						A (FT WAL	T) - ESTIN	MATE IS B	ASED ON	THE ACTU	JAL PERF	ORMANCE	OF FOX	10 NWS 7	AM Mo-Fr	7:00a-8	3:00a IN AL	Nov/202	23LP ON	
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	117.8 5
				30AM)ALNov/2023 ALFeb/2023LP TP						OLA (FT V	VALT) - ES	TIMATE IS	BASED (ON THE AC	CTUAL PE	RFORMAN	ICE OF FO	OX 10 NWS	S 7AM Mo-	Fr 7:00	a-8:00a IN	ALNov/	2023LP (NC

List	Items											Spots							1	otals	[N]	Adults 3	35 +
Line	Program	ST Ler	n Time	Days	Rate	Apr 1	Apr 8	Apr 15											Total Spots	Total Cost	RTG	GRP	СРР
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	124.1 1
'			BA)ALNov/2023LP a b/2023LP TP HUT I					NSACOLA	(FT WALT) - ESTIMA	TE IS BAS	SED ON TH	HE ACTUA	L PERFO	RMANCE	OF FOX 1	NWS 8AM	M Mo-Fr 8:	00a-9:0	00a IN ALN	ov/2023	LP ON W	√ALA
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	134.1 0
	(Program: FOX 1 WALA ADJUSTE	0 NEWS 8 D TO THE	3:30A)ALNov/2023L E ALFeb/2023LP TF	.P adj. ALI P HUT LE\	eb/2023 EL FRO	LP (pav) - M Mo-Fr 8	MOBILE-F :30a-9:00a	PENSACO	LA (FT WA	LT) - EST	MATE IS E	BASED ON	THE ACT	UAL PERI	ORMANO	CE OF FO	X 10 NWS	8AM Mo-F	r 8:00a	-9:00a IN A	LNov/20)23LP OI	N
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: STUD) TO THE ALFeb/2		lov/2023LP adj. ALF P HUT LEVEL.	Feb/2023L	P (pav) -	MOBILE-I	PENSACO	LA (FT WA	ALT) - EST	IMATE IS	BASED ON	THE ACT	TUAL PER	FORMAN	CE OF ST	JDIO 10 N	lo-Fr 9:00a	-10:00a IN	ALNo	//2023LP C	N WALA	ADJUS	TED
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	192.3 1
			9 4P)ALNov/2023LF ALFeb/2023LP TF			P (pav) - I	MOBILE-P	ENSACOL	A (FT WAI	LT) - ESTI	MATE IS B	ASED ON	THE ACT	JAL PERF	ORMANC	E OF FOX	10 NWS-4	IPM Mo-Fr	4:00p-	4:30p IN A	LNov/20	23LP ON	1
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	129.0 3
	(Program: FOX10 WALA ADJUSTE	NEWS @ D TO THE	0 530PM)ALNov/20 ALFeb/2023LP TF	23LP adj. P HUT LE\	ALFeb/2 /EL.	023LP (pa	v) - MOBIL	-E-PENSA	COLA (FT	WALT) - E	STIMATE	IS BASED	ON THE A	ACTUAL P	ERFORM	ANCE OF	FOX 10 NV	N-530P Mo	o-Fr 5:3	0p-6:00p II	N ALNov	/2023LP	ON
12	THE NEIGHBORHOO D	NM :30	10:30 PM-11:00 PM	MTWTF- -	125.00	2	3	1											6	750.00	0.95	5.70	131.5 8
			RHOOD)ALNov/202 E ALFeb/2023LP TF			23LP (pav) - MOBILE	E-PENSAC	OLA (FT V	VALT) - ES	TIMATE IS	S BASED (ON THE A	CTUAL PE	RFORMA	NCE OF N	EIGHBRH	D, THE Mo	o-Fr 10:	30p-11:00p	IN ALN	ov/2023I	LP ON
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	147.0 6
			SAT 8A)ALNov/2023 E ALFeb/2023LP TF					-PENSAC	OLA (FT W	VALT) - ES	TIMATE IS	BASED C	ON THE AC	TUAL PE	RFORMAI	NCE OF FO	OX 10 NW-	-8 WK Sat	8:00a-9	9:00a IN AL	.Nov/202	23LP ON	
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	132.9 8
			SAT 8:30A)ALNov/2 E ALFeb/2023LP TF					ILE-PENS	ACOLA (F	T WALT) -	ESTIMATE	E IS BASE	D ON THE	ACTUAL	PERFORM	MANCE OF	FOX 10 N	W-8 WK S	Sat 8:00)a-9:00a IN	ALNov/	2023LP (NC
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	133.3
			@930P SUN)ALNov THE ALFeb/2023LI			b/2023LP	(pav) - MC	BILE-PEN	ISACOLA ((FT WALT)	- ESTIMA	TE IS BAS	SED ON TH	IE ACTUA	L PERFO	RMANCE (OF FOX10	-930P SUI	N Sun 9	:30p-10:00	p IN ALI	lov/2023	JLP
16	THE NEIGHBORHOO D SUN	NM :30	10:30 PM-11:00 PM	S	60.00	1	1	0											2	120.00	2.09	4.18	28.71
			RHOOD SUN)ALNo THE ALFeb/2023LI			eb/2023LP	(pav) - M	OBILE-PEI	NSACOLA	(FT WALT) - ESTIMA	ATE IS BAS	SED ON T	HE ACTUA	AL PERFO	RMANCE	OF NEIGH	IBRHD W	Sun 1	0:30p-11:0	0p IN AL	.Nov/202	:3LP
17	THE NEIGHBORHOO D SUN-B		РМ	S	60.00	1	1	0			_	_	_	_	_				2	120.00	1.24		48.39
			RHOOD SUN-B)ALM ADJUSTED TO THI					MOBILE-P	ENSACOL	A (FT WA	T) - ESTII	MATE IS B	ASED ON	THE ACT	UAL PERI	ORMANC	E OF NEI	GHBRHD \	NK B S	un 11:00p-	11:30p l	N	
			FAI		t Totals:	30	47	17											94	26150.00		204.26	
			[N] Adults 35	o+ GRP:	62.93	103.89	37.44	I						<u> </u>				J				

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List It	List Items						Spots										Totals [[N] Adults 35+		
Line	Program	ST Len	Time	Days	Rate	Apr 1	Apr 8	Apr 15										Total Spots Total Cos	t 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				

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