

ORDER

Orders
Order / Rev: 1271007
Alt Order #: 390-2940
Product Desc: TK TV:JUL 10-16 POL CANDIDATE
Estimate: 390
Flight Dates: 07/10/19 - 07/16/19
Original Date / Rev: 07/09/19 / 07/16/19
Order Type: NORMAL

Cl. MG Est 393

WDAM

Primary AE: Cindy Smith
Sales Office: PIB-N
Sales Region: National

Agency
Name: Maggie Clark Media Services
Buying Contact:
Billing Contact:
 139 Bent Creek Drive
 Brandon, MS 39047

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

Advertiser
Name: Friends of Tom King
Demographic: A35+
Product Codes: Candidate - State - Other
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND

New Business Thru:
Advertiser External ID: 169391
Agency External ID: 4095
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/01/19	07/16/19	54	\$7,545.00	\$6,413.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2019	54	\$7,545.00	\$6,413.25	0.00
Totals	54	\$7,545.00	\$6,413.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Cindy Smith			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	WDAM	07/10/19	07/14/19	M-F 530a News M-F 530a News	CM	M-F 530-6a	--WTF--	:30	3	\$135.00	P-02	0.00	NM	3	\$405.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/08/19	07/14/19	--WTF--		3				\$135.00		0.00			
N 2	WDAM	07/10/19	07/14/19	M-F 6a News M-F 6a News	CM	M-F 6-7a	--WTF--	:30	3	\$295.00	P-02	0.00	NM	3	\$885.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/08/19	07/14/19	--WTF--		3				\$295.00		0.00			
N 3	WDAM	07/10/19	07/14/19	NBC Today Show NBC Today Show	CM	M-F 7-9a	--WTF--	:30	3	\$185.00	P-02	0.00	NM	3	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/08/19	07/14/19	--WTF--		3				\$185.00		0.00			
N 4	WDAM	07/10/19	07/14/19	NBC Sa Today NBC Sa Today	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	-----S-	:30	1	\$50.00	P-02	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/08/19	07/14/19	-----S-		1				\$50.00		0.00			
N 5	WDAM	07/10/19	07/14/19	NBC Su Today NBC Su Today	CM	Su 7-9a	-----S	:30	1	\$50.00	P-02	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		07/08/19	07/14/19	-----S		1				\$50.00		0.00			
N 6	WDAM	07/10/19	07/14/19		CM	M-F 9-10a	--WTF--	:30	3	\$65.00	P-02	0.00	NM	3	\$195.00

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Estimate: 390
WDAM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NBC Today Show II															
NBC Today Show II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	--WTF--					3	\$65.00		0.00			
N 7	WDAM	07/10/19	07/14/19	NBC Today Show III	CM	Today w/ Hoda & Jenna	--WTF--	:30	3	\$65.00	P-02	0.00	NM	3	\$195.00
Today w/ Hoda & Jenna															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	--WTF--					3	\$65.00		0.00			
N 8	WDAM	07/10/19	07/14/19	M-F 3p-330p	CM	M-F 3-330p	--WTF--	:30	3	\$45.00	P-03	0.00	NM	3	\$135.00
M-F 3p-330p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	--WTF--					3	\$45.00		0.00			
N 9	WDAM	07/10/19	07/14/19	M-F 330p-4p	CM	M-F 330-4p	--WTF--	:30	3	\$45.00	P-03	0.00	NM	3	\$135.00
M-F 330p-4p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	--WTF--					3	\$45.00		0.00			
N 10	WDAM	07/10/19	07/14/19	M-F 4p-430p	CM	M-F 4-430p	--WTF--	:30	3	\$110.00	P-02	0.00	NM	3	\$330.00
M-F 4p-430p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	--WTF--					3	\$110.00		0.00			
N 11	WDAM	07/10/19	07/14/19	M-F 430p-5p	CM	M-F 430-5p	--WTF--	:30	3	\$135.00	P-02	0.00	NM	3	\$405.00
M-F 430p-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	--WTF--					3	\$135.00		0.00			
N 12	WDAM	07/15/19	07/15/19	M-F 5p News	CM	M-F 5-530p	M-----	:30	1	\$395.00	P-02	0.00	NM	1	\$395.00
M-F 5p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	M-----					1	\$395.00		0.00			
N 13	WDAM	07/10/19	07/14/19	6p Sat News	CM	Sa 6-630p	-----S-	:30	1	\$225.00	P-02	0.00	NM	1	\$225.00
6p Sat News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	-----S-					1	\$225.00		0.00			
N 14	WDAM	07/15/19	07/15/19	M-F 6p News	CM	M-F 6-630p	M-----	:30	1	\$675.00	P-02	0.00	NM	1	\$675.00
M-F 6p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	M-----					1	\$675.00		0.00			
N 15	WDAM	07/10/19	07/14/19	Sat 10p News	CM	Sat 10-1030p	-----S-	:30	1	\$450.00	P-02	0.00	NM	0	\$0.00
Sat 10p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	-----S-					1	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDAM	07/08/19-07/14/19		Sat 10p News		Sat 10-1030p	-----Sa--	:30		(\$450.00)		0.00	NM		
Credited															
[BREAKING WX. CREDIT & MG ON EST 395]															
N 16	WDAM	07/10/19	07/14/19	Sun 10p News	CM	Sun 10-1030p	-----S	:30	1	\$450.00	P-02	0.00	NM	1	\$450.00
Sun 10p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	-----S					1	\$450.00		0.00			
N 17	WDAM	07/10/19	07/14/19	Sat 630p-7p	CM	Sa 630-7p	-----S-	:30	1	\$160.00	P-02	0.00	NM	1	\$160.00
Sat 630p-7p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	-----S-					1	\$160.00		0.00			
N 18	WDAM	07/15/19	07/16/19	M-F 530a News	CM	M-F 530-6a	MT-----	:30	2	\$135.00	P-02	0.00	NM	2	\$270.00
M-F 530a News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	MT-----					2	\$135.00		0.00			
N 19	WDAM	07/15/19	07/16/19	M-F 6a News	CM	M-F 6-7a	MT-----	:30	2	\$295.00	P-02	0.00	NM	2	\$590.00
M-F 6a News															
		<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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	MT-----					2	\$295.00		0.00			
N 20	WDAM	07/15/19	07/16/19	NBC Today Show NBC Today Show	CM	M-F 7-9a	MT-----	:30	2	\$185.00	P-02	0.00	NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	MT-----					2	\$185.00		0.00			
N 21	WDAM	07/15/19	07/16/19	NBC Today Show II NBC Today Show II	CM	M-F 9-10a	MT-----	:30	2	\$65.00	P-02	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	MT-----					2	\$65.00		0.00			
N 22	WDAM	07/15/19	07/16/19	NBC Today Show III Today w/ Hoda & Jenna	CM	Today w/ Hoda & Jenna	MT-----	:30	2	\$65.00	P-02	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	MT-----					2	\$65.00		0.00			
N 23	WDAM	07/15/19	07/15/19	M-F 3p-330p M-F 3p-330p	CM	M-F 3-330p	M-----	:30	1	\$45.00	P-03	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	M-----					1	\$45.00		0.00			
N 24	WDAM	07/16/19	07/16/19	M-F 3p-330p M-F 3p-330p	CM	M-F 3-330p	-T-----	:30	1	\$45.00	P-03	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	-T-----					1	\$45.00		0.00			
N 25	WDAM	07/15/19	07/15/19	M-F 330p-4p M-F 330p-4p	CM	M-F 330-4p	M-----	:30	1	\$45.00	P-03	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	M-----					1	\$45.00		0.00			
N 26	WDAM	07/16/19	07/16/19	M-F 330p-4p M-F 330p-4p	CM	M-F 330-4p	-T-----	:30	1	\$45.00	P-03	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	-T-----					1	\$45.00		0.00			
N 27	WDAM	07/15/19	07/15/19	M-F 4p-430p M-F 4p-430p	CM	M-F 4-430p	M-----	:30	1	\$110.00	P-02	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	M-----					1	\$110.00		0.00			
N 28	WDAM	07/16/19	07/16/19	M-F 4p-430p M-F 4p-430p	CM	M-F 4-430p	-T-----	:30	1	\$110.00	P-02	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	-T-----					1	\$110.00		0.00			
N 29	WDAM	07/15/19	07/15/19	M-F 430p-5p M-F 430p-5p	CM	M-F 430-5p	M-----	:30	1	\$135.00	P-02	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	M-----					1	\$135.00		0.00			
N 30	WDAM	07/16/19	07/16/19	M-F 430p-5p M-F 430p-5p	CM	M-F 430-5p	-T-----	:30	1	\$135.00	P-02	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/15/19		07/15/19	07/21/19	-T-----					1	\$135.00		0.00			
N 31	WDAM	07/10/19	07/14/19	5p Sun News 5p Sun News	CM	Su 5-530p	-----S	:30	1	\$95.00	P-02	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	-----S					1	\$95.00		0.00			
N 32	WDAM	07/10/19	07/14/19	Sun 11-1130p Sun 11-1130p	CM	Sun 11-1130p	-----S	:30	1	\$45.00	P-02	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 07/08/19		07/08/19	07/14/19	-----S					1	\$45.00		0.00			
Totals													54	\$7,545.00	