



INSERTION ORDER

Revision #: Date: 10/5/2020

Client: In God We Trust Flag Committee

Vendor: WDBD-TV

Media: TV

Description: IGWT Flag Initiative TV

P.O. Box 10888

Product: genrl

Flight Start Date: 10/5/2020 03:00 AM

Market: Jackson, MS

Flight End Date: 11/3/2020 02:59 AM

Jackson, MS. 39289-0888

Primary Demo: Adults 18+

Separation between spots: 30

Buyer: Tammy Bowen

Phone: 601-965-7544

Affiliation: FOX

Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/5	Total Spots	Adults 18+ Rtg/CPP	Adults 25-64 Rtg/CPP
WDBD-TV								
MTuWThF 7:00a- 9:00a FOX 40 MORNING NEWS	EM	\$35.00	\$29.75	30	2	2	1.0 \$35.00 \$29.75	0.8 \$43.75 \$37.19
MTuWThF 9:00p-10:00p FOX 40 NEWS FIRST @ 9P	LN	\$135.00	\$114.75	30	3	3	2.5 \$54.00 \$45.90	2.5 \$54.00 \$45.90
MTuWThF 12:00a- 1:00a TWO AND HALF MEN	LF	\$15.00	\$12.75	30	2	2	0.4 \$37.50 \$31.88	0.4 \$37.50 \$31.88
Th 10:30p-11:00p FOX40 NEWS FOLLOWING TH NFL	LN	\$145.00	\$123.25	30	1	1	3.3 \$43.94 \$37.35	3.7 \$39.19 \$33.31
Su 9:00p- 9:30p FOX 40 NEWS @ 9P SUN	LN	\$150.00	\$127.50	30	1	1	2.5 \$60.00 \$51.00	2.4 \$62.50 \$53.12
Total Spots:						9		
Total GRP/GIMP(000):						16.1		
Total CPP/CPM:							16.1 \$49.69 \$42.24	16.0 \$50.00 \$42.50
Total Cost:		\$800.00	\$680.00			9		
Station Monthly Summary								
OCT 20		\$800.00	\$680.00			9		
Total Cost:		\$800.00	\$680.00			9		



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WDBD-TV

Traffic Instructions Information

Start Date	End Date	ISCI	ISCI Title	Length	% Rotation
10/5/2020	11/3/2020	IGWT	30 IGWT	30	100 %

Market Monthly Summary

OCT 20	\$800.00	\$680.00	9
Total Cost:	\$800.00	\$680.00	9

Signature: _____

Disclaimer: