

# ORDER



**Orders**  
**Order / Rev:** 77346  
 Alt Order #:  
**Product Desc:** Political Advertising 2018  
 Estimate:  
**Flight Dates:** 11/03/18 - 11/06/18  
**Original Date / Rev:** 11/01/18 / 11/01/18  
**Order Type:** GENERAL

**WNNK-FM**

**Primary AE:** Nick Gardner  
**Sales Office:** L-HAR  
**Sales Region:** Local

**Agency Name:** Liriano/D/House of Representatives  
**Buying Contact:**  
**Billing Contact:**  
 PO Box 1308  
 Lebanon, PA 17042

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 0%

**Advertiser Name:** Liriano/D/House of Representatives  
**Demographic:** A25-54  
**Product Codes:** Candidates  
**Revenue Code 1:** DIR  
**Revenue Code 2:** POL-CAND  
**Revenue Code 3:** POL-STATE  
**Priority:** P-100

**New Business Thru:** 11/06/18  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 01:00:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/01/18	11/06/18	30	\$816.00	\$816.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2018	30	\$816.00	\$816.00	0.00
<b>Totals</b>	<b>30</b>	<b>\$816.00</b>	<b>\$816.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Gardner	L-HAR	Local	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	WNNK	11/03/18	11/06/18	M-F AM Drive M-F	CM	7:00 AM-10:00 AM (7:00 AM-10:00 AM)	11-----	:30	2	\$105.00	P-40	0.00	NM	2	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----		0				\$105.00		0.00			
		Week: 11/05/18	11/11/18	11-----		2				\$105.00		0.00			
N 2	WNNK	11/03/18	11/06/18	M-F Midday M-F	CM	10a-3p	1-----	:30	1	\$105.00	P-50	0.00	NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----		0				\$105.00		0.00			
		Week: 11/05/18	11/11/18	1-----		1				\$105.00		0.00			
N 3	WNNK	11/03/18	11/06/18	M-F PM Drive M-F	CM	3:00 PM-6:00 PM (3:00 PM-6:00 PM)	1-----	:30	1	\$105.00	P-40	0.00	NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----		0				\$105.00		0.00			
		Week: 11/05/18	11/11/18	1-----		1				\$105.00		0.00			
N 4	WNNK	11/03/18	11/06/18	M-F Evening M-F	CM	7:00 PM-10:00 PM (7:00 PM-10:00 PM)	1-----	:30	1	\$22.00	P-40	0.00	NM	1	\$22.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----		0				\$105.00		0.00			
		Week: 11/05/18	11/11/18	1-----		1				\$22.00		0.00			
N 5	WNNK	11/03/18	11/06/18	Sa-Su AM Sa-Su	CM	7:00 AM-10:00 AM (7:00 AM-10:00 AM)	-----22	:30	4	\$30.00	P-40	0.00	NM	4	\$120.00

Order / Rev: 77346  
 Alt Order #:  
 Flight Dates: 11/03/18 - 11/06/18

Advertiser: Liriano/D/House of Representatives  
 Product Desc: Political Advertising 2018  
 Estimate:  
**WNNK-FM**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WNNK	11/03/18	11/06/18	Sa-Su Midday Sa-Su	CM	10a-3p	-----22	:30	4	\$30.00	P-50	0.00	NM	4	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----22					4	\$30.00		0.00			
		Week: 11/05/18	11/11/18	-----					0	\$30.00		0.00			
N 7	WNNK	11/03/18	11/06/18	Sa-Su PM Sa-Su	CM	3p-7p	-----11	:30	2	\$30.00	P-50	0.00	NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----22					4	\$30.00		0.00			
		Week: 11/05/18	11/11/18	-----					0	\$105.00		0.00			
N 8	WNNK	11/03/18	11/06/18	M-F AM Drive M-F	NS	7:00 AM-10:00 AM (7:00 AM-10:00 AM)	1-----	:00	2	\$10.50	P-10C	0.00	NS	2	\$21.00
		Matching Internet Radio Schedule													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----					0	\$105.00		0.00			
		Week: 11/05/18	11/11/18	1-----					2	\$10.50		0.00			
N 9	WNNK	11/03/18	11/06/18	M-F Midday M-F	NS	10a-3p	1-----	:00	1	\$10.50	P-10C	0.00	NS	1	\$10.50
		Matching Internet Radio Schedule													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----					0	\$105.00		0.00			
		Week: 11/05/18	11/11/18	1-----					1	\$10.50		0.00			
N 10	WNNK	11/03/18	11/06/18	M-F PM Drive M-F	NS	3:00 PM-6:00 PM (3:00 PM-6:00 PM)	1-----	:00	1	\$10.50	P-10C	0.00	NS	1	\$10.50
		Matching Internet Radio Schedule													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----					0	\$105.00		0.00			
		Week: 11/05/18	11/11/18	1-----					1	\$10.50		0.00			
N 11	WNNK	11/03/18	11/06/18	M-F Evening M-F	NS	7:00 PM-10:00 PM (7:00 PM-10:00 PM)	1-----	:00	1	\$2.00	P-10C	0.00	NS	1	\$2.00
		Matching Internet Radio Schedule													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----					0	\$105.00		0.00			
		Week: 11/05/18	11/11/18	1-----					1	\$2.00		0.00			
N 12	WNNK	11/03/18	11/06/18	Sa-Su AM Sa-Su	NS	7:00 AM-10:00 AM (7:00 AM-10:00 AM)	-----22	:00	4	\$3.00	P-10C	0.00	NS	4	\$12.00
		Matching Internet Radio Schedule													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----22					4	\$3.00		0.00			
		Week: 11/05/18	11/11/18	-----					0	\$30.00		0.00			
N 13	WNNK	11/03/18	11/06/18	Sa-Su Midday Sa-Su	NS	10a-3p	-----22	:00	4	\$3.00	P-10C	0.00	NS	4	\$12.00
		Matching Internet Radio Schedule													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----22					4	\$3.00		0.00			
		Week: 11/05/18	11/11/18	-----					0	\$105.00		0.00			
N 14	WNNK	11/03/18	11/06/18	Sa-Su PM Sa-Su	NS	3p-7p	-----11	:00	2	\$3.00	P-10C	0.00	NS	2	\$6.00
		Matching Internet Radio Schedule													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----11					2	\$3.00		0.00			
		Week: 11/05/18	11/11/18	-----					0	\$30.00		0.00			
													Totals	30	\$816.00

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**Cumulus-Harrisburg Account Transaction Results**

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2300 VARTAN WAY  
HARRISBURG, PA 17110  
Phone # 717-238-1041

Status: **approved**  
Transaction ID: **026-0142440427**  
AVS: **Y**

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**Transaction Details**

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Date: **11-01-2018 13:07 PDT**  
Transaction Type: **sale**  
Amount: **\$1460.00**  
Card Type: **Discover**  
Account Number: **xxxxxxxx-1763**  
Name: **Lorraine Scudder**  
Address: **P.O. Box 1308**  
City, State, Zip: **Lebanon, PA 17042**  
Order Number: **77262**  
Authcode: **483576**  
Merchant Name: **Liriano/D/House**  
Station/AE: **WWKL/Gardner**  
Invoice Number: **PREPAYMENT**

Customer Signature  \_\_\_\_\_

## 30 Second Spot Weekly Hot 106.7 Schedule

	10/27	10/28	10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6	Totals
6a-10a \$45 Weekdays \$15 Weekends							1 \$45	2 \$30	2 \$30	2 \$90	1 \$45	\$240
10a-3p							1 \$45	2 \$30	2 \$30	1 \$45	1 \$45	\$195
3p-7p							1 \$45	2 \$30	2 \$30	1 \$45		\$150
Matching Internet Radio							3 \$14	6 \$9	6 \$9	4 \$18	2 \$9	\$59
Totals							6	12	12	8	4	42
Spots							\$149	\$99	\$99	\$198	\$99	\$644
Total \$\$												

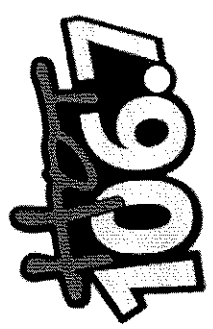
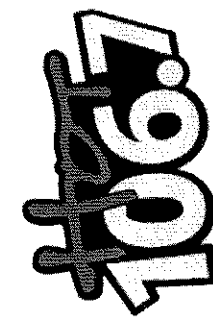
Schedule runs 11/2, 11/3, 11/4, 11/5 and 11/6.

21 : 30 Commercials on Hot 106.7

Plus 21 Matching Schedule Internet Spots = 42 spots.

Average cost per spot = \$15.33 per spot. Total investment = \$644

Add a visual/webcube ad to Hot's website for an additional \$30.00.



Accepted By [Signature] Date 10/31/18

*Commissioner for the 101*

### 30 Second Spot Weekly WNNK-104 Schedule

	10/27	10/28	10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6	Totals
6a-10a \$105 Weekdays \$30 Weekends \$22 Weeknights								2 \$60	2 \$60	1 \$105	1 \$105	\$330
10a-3p								2 \$60	2 \$60	1 \$105		\$225
3p-7p								1 \$30	1 \$30	1 \$105		\$165
7p-10p										1 \$22		\$22
Matching Internet Radio								5 \$15	5 \$15	4 \$34	1 \$10	\$74
Totals Spots								10	10	8	2	32
Total \$\$								\$165	\$165	\$371	\$115	\$816

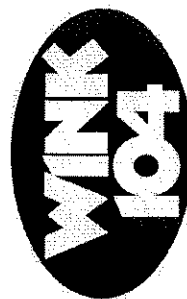
Schedule runs 11/3/11/4, 11/5 and 11/6.

16 : 30 Commercials on WNNK 104

Plus 16 Matching Schedule Internet Spots = 32 spots.

Average cost per spot = \$25.50 per spot. Total investment = \$816

Add a visual web cube-ad to WNNK's website for an additional \$40.00



Accepted By [Signature] Date 10/31/18