

ORDER



Orders
Order / Rev: 4390093
Alt Order #: 28368050
Product Desc: Issue
Estimate: 3708
Flight Dates: 03/18/24 - 03/31/24
Original Date / Rev: 03/20/24 / 03/20/24
Order Type: REG

Memphis WREG
Primary AE: Katz Washington
Sales Office: K-WAS
Sales Region: Nat

Agency Name: **Hulsen Media Services**
Buying Contact:
Billing Contact:
 2400 Laramie Trail
 Austin, TX 78745

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

Advertiser Name: **POL/American Cancer Society Action**
Demographic: A35+
Product Codes: PL6
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS
Priority: P3

Order Brand:
New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/31/24	31	\$19,480.00	\$16,558.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	31	\$19,480.00	\$16,558.00	0.00
Totals	31	\$19,480.00	\$16,558.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			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	WREG	03/21/24	03/21/24	M-F 6a-7a 6:30 AM-7:00 AM	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	---T---	:30	1	\$525.00	P3	0.00	NM	1	\$525.00
WREG News 3 Daybreak at 630AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/18/24	03/24/24	---T---			1		\$525.00		0.00				
N 2	WREG	03/22/24	03/22/24	M-F 6a-7a 6:30 AM-7:00 AM	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	----F--	:30	1	\$525.00	P3	0.00	NM	1	\$525.00
WREG News 3 Daybreak at 630AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/18/24	03/24/24	----F--			1		\$525.00		0.00				
N 3	WREG	03/25/24	03/25/24	M-F 6a-7a 6:30 AM-7:00 AM	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M-----	:30	1	\$525.00	P3	0.00	NM	1	\$525.00
WREG News 3 Daybreak at 630AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/25/24	03/31/24	M-----			1		\$525.00		0.00				
N 4	WREG	03/26/24	03/26/24	M-F 6a-7a 6:30 AM-7:00 AM	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-T-----	:30	1	\$525.00	P3	0.00	NM	1	\$525.00
WREG News 3 Daybreak at 630AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		03/25/24	03/31/24	-T-----			1		\$525.00		0.00				
N 5	WREG	03/24/24	03/24/24	Su 8a-930a 8:00 AM-9:30 AM	CM	8:00 AM-9:30 AM (8:00 AM-9:30 AM)	-----S	:30	1	\$630.00	P3	0.00	NM	1	\$630.00

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Advertiser: POL/American Cancer Society Action Ne
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Memphis WREG

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS News Sunday Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/18/24	03/24/24	-----S		1				\$630.00		0.00			
N 6	WREG	03/23/24	03/23/24	Sa 6a-9a 7:30 AM-8:00 AM (7:30 AM-8:00 AM)	CM	7:30 AM-8:00 AM	-----S-	:30	1	\$275.00	P3	0.00	NM	1	\$275.00
WREG News 3 Daybreak Saturday 730AM-8AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/18/24	03/24/24	-----S-		1				\$275.00		0.00			
N 7	WREG	03/21/24	03/21/24	M-F 12p-1230p DN M-F 12p-1230p DN	CM	12p-1230p	---T---	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
WREG News 3 at Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/18/24	03/24/24	---T---		1				\$550.00		0.00			
N 8	WREG	03/22/24	03/22/24	M-F 12p-1230p DN M-F 12p-1230p DN	CM	12p-1230p	----F--	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
WREG News 3 at Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/18/24	03/24/24	----F--		1				\$550.00		0.00			
N 9	WREG	03/25/24	03/25/24	M-F 12p-1230p DN M-F 12p-1230p DN	CM	12p-1230p	M-----	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
WREG News 3 at Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/25/24	03/31/24	M-----		1				\$550.00		0.00			
N 10	WREG	03/22/24	03/22/24	M-F 330p-4p M-F 330p-4p	CM	330p-4p	----F--	:30	1	\$460.00	P3	0.00	NM	1	\$460.00
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/18/24	03/24/24	----F--		1				\$460.00		0.00			
N 11	WREG	03/26/24	03/26/24	M-F 330p-4p M-F 330p-4p	CM	330p-4p	-T-----	:30	1	\$460.00	P3	0.00	NM	1	\$460.00
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/25/24	03/31/24	-T-----		1				\$460.00		0.00			
N 12	WREG	03/21/24	03/21/24	M-F 6p-630p M-F 6p-630p	CM	6p-630p	---T---	:30	1	\$760.00	P3	0.00	NM	1	\$760.00
WREG News 3 at 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/18/24	03/24/24	---T---		1				\$760.00		0.00			
N 13	WREG	03/25/24	03/25/24	M-F 6p-630p M-F 6p-630p	CM	6p-630p	M-----	:30	1	\$760.00	P3	0.00	NM	1	\$760.00
WREG News 3 at 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/25/24	03/31/24	M-----		1				\$760.00		0.00			
N 14	WREG	03/26/24	03/26/24	M-F 6p-630p M-F 6p-630p	CM	6p-630p	-T-----	:30	1	\$760.00	P3	0.00	NM	1	\$760.00
WREG News 3 at 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/25/24	03/31/24	-T-----		1				\$760.00		0.00			
N 15	WREG	03/21/24	03/21/24	M-F 10p-1035p M-F 10p-1035p	CM	10p-1035p	---T---	:30	1	\$760.00	P3	0.00	NM	1	\$760.00
WREG News 3 at 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/18/24	03/24/24	---T---		1				\$760.00		0.00			
N 16	WREG	03/25/24	03/25/24	M-F 10p-1035p M-F 10p-1035p	CM	10p-1035p	M-----	:30	1	\$760.00	P3	0.00	NM	1	\$760.00
WREG News 3 at 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/25/24	03/31/24	M-----		1				\$760.00		0.00			
N 17	WREG	03/26/24	03/26/24	M-F 10p-1035p M-F 10p-1035p	CM	10p-1035p	-T-----	:30	1	\$760.00	P3	0.00	NM	1	\$760.00
WREG News 3 at 10PM															

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Memphis WREG

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 18	WREG	03/23/24	03/23/24	Sa 10p-1036p Sa 10p-1036p	CM	10p-1036p	-----S-	:30	1	\$460.00	P3	0.00	NM	1	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>	
		Week: 03/25/24	03/31/24	-T-----						1		\$760.00		0.00	
		WREG News 3 Saturday at 10PM													
N 19	WREG	03/24/24	03/24/24	Su 10p-1036p Su 10p-1036p	CM	10p-1036p	-----S	:30	1	\$575.00	P3	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>	
		Week: 03/18/24	03/24/24	-----S-						1		\$460.00		0.00	
		WREG News 3 Sunday at 10PM													
N 20	WREG	03/21/24	03/21/24	Late Show Late Show	CM	1035p-1137p	---T---	:30	1	\$290.00	P3	0.00	NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>	
		Week: 03/18/24	03/24/24	---T---						1		\$290.00		0.00	
		The Late Show-CBS													
N 21	WREG	03/26/24	03/26/24	Late Show Late Show	CM	1035p-1137p	-T-----	:30	1	\$290.00	P3	0.00	NM	1	\$290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>	
		Week: 03/25/24	03/31/24	-T-----						1		\$290.00		0.00	
		The Late Show-CBS													
N 22	WREG	03/23/24	03/23/24	Round 2 Playoffs Round 2 Playoffs	CM	Round 2 Playoffs (11:00 AM-6:30 PM)	-----S-	:30	1	\$2,300.00	P3	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>	
		Week: 03/18/24	03/24/24	-----S-						1		\$2,300.00		0.00	
		NCAA 2nd Round Day Games													
N 23	WREG	03/24/24	03/24/24	Round 2 Playoffs Round 2 Playoffs	CM	Round 2 Playoffs (11:00 AM-6:30 PM)	-----S	:30	1	\$2,300.00	P3	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>	
		Week: 03/18/24	03/24/24	-----S						1		\$2,300.00		0.00	
		NCAA 2nd Round Day Games													
N 24	WREG	03/21/24	03/21/24	CBS This Morning CBS This Morning	CM	7a-9a	---T---	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>	
		Week: 03/18/24	03/24/24	---T---						1		\$350.00		0.00	
		CBS Mornings													
N 25	WREG	03/22/24	03/22/24	CBS This Morning CBS This Morning	CM	7a-9a	----F--	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>	
		Week: 03/18/24	03/24/24	----F--						1		\$350.00		0.00	
		CBS Mornings													
N 26	WREG	03/25/24	03/25/24	CBS This Morning CBS This Morning	CM	7a-9a	M-----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>	
		Week: 03/25/24	03/31/24	M-----						1		\$350.00		0.00	
		CBS Mornings													
N 27	WREG	03/26/24	03/26/24	CBS This Morning CBS This Morning	CM	7a-9a	-T-----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>	
		Week: 03/25/24	03/31/24	-T-----						1		\$350.00		0.00	
		CBS Mornings													
N 28	WREG	03/24/24	03/24/24	Su 6a-8a 7:30 AM-8:00 AM	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-----S	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>	
		Week: 03/18/24	03/24/24	-----S						1		\$300.00		0.00	
		WREG News 3 Daybreak Sunday 730AM-8AM													
N 29	WREG	03/24/24	03/24/24	Su 5p-6p Su 5p-6p	CM	5p-6p	-----S	:30	1	\$230.00	P3	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>	
		Week: 03/18/24	03/24/24	-----S						1		\$230.00		0.00	
		WREG News 3 at 5PM													

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Advertiser: POL/American Cancer Society Action Ne
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Memphis WREG

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: 03/18/24	03/24/24	-----S		1				\$230.00		0.00			
N30	WREG	03/22/24	03/22/24	M-F 630p-7p M-F 630p-7p	CM	630p-7p	----F--	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	----F--		1				\$600.00		0.00			
N31	WREG	03/26/24	03/26/24	M-F 630p-7p M-F 630p-7p	CM	630p-7p	-T-----	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/25/24	03/31/24	-T-----		1				\$600.00		0.00			
													Totals	31	\$19,480.00