

# ORDER



**Orders**  
**Order / Rev:** 4421905  
**Alt Order #:** 28387232  
**Product Desc:** Issue  
**Estimate:** 3710  
**Flight Dates:** 04/02/24 - 04/08/24  
**Original Date / Rev:** 04/01/24 / 04/02/24  
**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
04/01/24	04/28/24	30	\$15,210.00	\$12,928.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	30	\$15,210.00	\$12,928.50	0.00
<b>Totals</b>	<b>30</b>	<b>\$15,210.00</b>	<b>\$12,928.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
Memphis WREG	40%	\$15,210.00
Market	100%	\$38,025.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
ELMT	0%	\$0.00
GREG	0%	\$0.00
NC3A	0%	\$0.00
UNKWN	60%	\$22,815.00
WATN	0%	\$0.00
WBUY	0%	\$0.00
WHBQ	0%	\$0.00
WKNO	0%	\$0.00
WLMT	0%	\$0.00
WMAV	0%	\$0.00
WMC	0%	\$0.00
WPTY	0%	\$0.00
WPXX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WREG	04/02/24	04/02/24		CM	6:30 AM-7:00 AM	-T-----	:30	1	\$525.00	P3	0.00	NM	1	\$525.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6a-7a 6:30 AM-7:00 AM WREG News 3 Daybreak at 630AM		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 04/01/24	04/07/24	-T-----		1			\$525.00		0.00				
N 2	WREG	04/03/24	04/03/24	M-F 6a-7a 6:30 AM-7:00 AM WREG News 3 Daybreak at 630AM	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	--W----	:30	1	\$525.00	P3	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 04/01/24	04/07/24	--W----		1			\$525.00		0.00				
N 3	WREG	04/04/24	04/04/24	M-F 6a-7a 6:30 AM-7:00 AM WREG News 3 Daybreak at 630AM	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 04/01/24	04/07/24	---T---		1			\$525.00		0.00				
N 4	WREG	04/05/24	04/05/24	M-F 6a-7a 6:30 AM-7:00 AM WREG News 3 Daybreak at 630AM	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 04/01/24	04/07/24	----F--		1			\$525.00		0.00				
N 5	WREG	04/06/24	04/06/24	Sa 6a-9a 7:30 AM-8:00 AM WREG News 3 Daybreak Saturday 730AM-8AM	CM	7:30 AM-8:00 AM (7:30 AM-8:00 AM)	-----S-	:30	1	\$275.00	P3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 04/01/24	04/07/24	-----S-		1			\$275.00		0.00				
N 6	WREG	04/02/24	04/02/24	M-F 12p-1230p DN M-F 12p-1230p DN WREG News 3 at Noon	CM	12p-1230p	-T-----	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 04/01/24	04/07/24	-T-----		1			\$550.00		0.00				
N 7	WREG	04/03/24	04/03/24	M-F 12p-1230p DN M-F 12p-1230p DN WREG News 3 at Noon	CM	12p-1230p	--W----	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 04/01/24	04/07/24	--W----		1			\$550.00		0.00				
N 8	WREG	04/04/24	04/04/24	M-F 12p-1230p DN M-F 12p-1230p DN WREG News 3 at Noon	CM	12p-1230p	---T---	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 04/01/24	04/07/24	---T---		1			\$550.00		0.00				
N 9	WREG	04/05/24	04/05/24	M-F 12p-1230p DN M-F 12p-1230p DN WREG News 3 at Noon	CM	12p-1230p	----F--	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 04/01/24	04/07/24	----F--		1			\$550.00		0.00				
N 10	WREG	04/08/24	04/08/24	M-F 12p-1230p DN M-F 12p-1230p DN WREG News 3 at Noon	CM	12p-1230p	M-----	:30	1	\$550.00	P3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 04/08/24	04/14/24	M-----		1			\$550.00		0.00				
N 11	WREG	04/02/24	04/02/24	M-F 330p-4p M-F 330p-4p Jeopardy	CM	330p-4p	-T-----	: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: 04/01/24	04/07/24	-T-----		1			\$460.00		0.00				
N 12	WREG	04/03/24	04/03/24	M-F 330p-4p M-F 330p-4p Jeopardy	CM	330p-4p	--W----	: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: 04/01/24	04/07/24	--W----		1			\$460.00		0.00				
N 13	WREG	04/04/24	04/04/24		CM	330p-4p	---T---	:30	1	\$460.00	P3	0.00	NM	1	\$460.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 330p-4p M-F 330p-4p											
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/24	04/07/24	---T---	1	\$460.00	0.00								
N14	WREG	04/08/24	04/08/24	M-F 330p-4p M-F 330p-4p	CM	330p-4p	M-----	: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:		04/08/24	04/14/24	M-----	1	\$460.00	0.00								
N15	WREG	04/02/24	04/02/24	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:		04/01/24	04/07/24	-T-----	1	\$760.00	0.00								
N16	WREG	04/03/24	04/03/24	M-F 6p-630p M-F 6p-630p	CM	6p-630p	--W----	: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:		04/01/24	04/07/24	--W----	1	\$760.00	0.00								
N17	WREG	04/08/24	04/08/24	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:		04/08/24	04/14/24	M-----	1	\$760.00	0.00								
N18	WREG	04/03/24	04/03/24	M-F 10p-1035p M-F 10p-1035p	CM	10p-1035p	--W----	: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:		04/01/24	04/07/24	--W----	1	\$760.00	0.00								
N19	WREG	04/04/24	04/04/24	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:		04/01/24	04/07/24	---T---	1	\$760.00	0.00								
N20	WREG	04/08/24	04/08/24	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:		04/08/24	04/14/24	M-----	1	\$760.00	0.00								
N21	WREG	04/06/24	04/06/24	Sa 10p-1036p Sa 10p-1036p	CM	10p-1036p	-----S-	:30	1	\$460.00	P3	0.00	NM	1	\$460.00
				WREG News 3 Saturday at 10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/24	04/07/24	-----S-	1	\$460.00	0.00								
N22	WREG	04/05/24	04/05/24	Late Show Late Show	CM	1035p-1137p	----F--	:30	1	\$290.00	P3	0.00	NM	1	\$290.00
				The Late Show-CBS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/24	04/07/24	----F--	1	\$290.00	0.00								
N23	WREG	04/04/24	04/04/24	CBS This Morning CBS This Morning	CM	7a-9a	---T---	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
				CBS Mornings											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/24	04/07/24	---T---	1	\$350.00	0.00								
N24	WREG	04/05/24	04/05/24	CBS This Morning CBS This Morning	CM	7a-9a	----F--	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
				CBS Mornings											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/01/24	04/07/24	----F--	1	\$350.00	0.00								
N25	WREG	04/08/24	04/08/24		CM	7a-9a	M-----	:30	1	\$350.00	P3	0.00	NM	1	\$350.00

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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 This Morning											
				CBS This Morning											
				CBS Mornings											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		04/08/24	04/14/24	M-----		1		\$350.00		0.00					
N26	WREG	04/07/24	04/07/24	Su 6a-8a	CM	7:30 AM-8:00 AM	-----S	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
				7:30 AM-8:00 AM											
				(7:30 AM-8:00 AM)											
				WREG News 3 Daybreak Sunday 730AM-8AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		04/01/24	04/07/24	-----S		1		\$300.00		0.00					
N27	WREG	04/07/24	04/07/24	Su 5p-6p	CM	5p-6p	-----S	:30	2	\$230.00	P3	0.00	NM	2	\$460.00
				Su 5p-6p											
				WREG News 3 at 5PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		04/01/24	04/07/24	-----S		2		\$230.00		0.00					
N28	WREG	04/05/24	04/05/24	M-F 630p-7p	CM	630p-7p	----F--	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
				M-F 630p-7p											
				Entertainment Tonight											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		04/01/24	04/07/24	----F--		1		\$600.00		0.00					
N29	WREG	04/08/24	04/08/24	M-F 6a-7a	CM	6:30 AM-7:00 AM	M-----	:30	1	\$525.00	P3	0.00	NM	1	\$525.00
				6:30 AM-7:00 AM											
				(6:30 AM-7:00 AM)											
				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:		04/08/24	04/14/24	M-----		1		\$525.00		0.00					
													Totals	30	\$15,210.00