

ORDER



Grand Rapids WOOD

Orders
Order / Rev: 4467012
Alt Order #: 28401108
Product Desc: issue
Estimate: 13280
Flight Dates: 10/22/24 - 10/28/24
Original Date / Rev: 05/16/24 / 05/16/24
Order Type: REG

Primary AE: Katz Political
Sales Office: K-POL
Sales Region: Nat

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K Street, NW
 Washington, DC 20007

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

Advertiser Name: POL/Future Forward USA Action PAC
Demographic: A35+
Product Codes: PL6
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS
Priority: P2

Order Brand:
New Business End:
Advertiser External ID:
Agency External ID: IN14921
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/30/24	10/27/24	14	\$12,600.00	\$10,710.00
10/28/24	11/24/24	4	\$4,000.00	\$3,400.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	14	\$12,600.00	\$10,710.00	0.00
November 2024	4	\$4,000.00	\$3,400.00	0.00
Totals	18	\$16,600.00	\$14,110.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Political			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	WOOD	10/22/24	10/28/24	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	5	\$250.00	P3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--		5				\$250.00		0.00			
N 2	WOOD	10/22/24	10/28/24	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF--	:30	5	\$250.00	P3	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--		5				\$250.00		0.00			
N 3	WOOD	10/22/24	10/28/24	M-F 730-8p M-F 730-8p	CM	730-8p	MTWTF--	:30	3	\$2,500.00	P2	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--		3				\$2,500.00		0.00			
N 4	WOOD	10/22/24	10/28/24	Tonight Show Tonight Show w/ Fallon	CM	1135-1235a	MTWTF--	:30	3	\$1,000.00	P2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/24	10/28/24	MTWTF--		3				\$1,000.00		0.00			
N 5	WOOD	10/25/24	10/25/24		CM	F 9p-11p	----F--	:30	1	\$2,500.00	P2	0.00	NM	1	\$2,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Fri Prime Other 2											
				Fri Prime Other 2											
Dateline Fri-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/21/24	10/27/24	----F--			1			\$2,500.00			0.00		
N 6	WOOD	10/26/24	10/26/24	SNL	CM	1130p-1a	-----S-	:30	1	\$1,100.00	P3	0.00	NM	1	\$1,100.00
				Saturday Night Live			(11:30 PM-1:00 XM)								
Saturday Night Live-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/21/24	10/27/24	-----S-			1			\$1,100.00			0.00		
													Totals	18	\$16,600.00