

# ORDER



Grand Rapids WOOD

**Orders**  
**Order / Rev:** 4467007  
**Alt Order #:** 28401107  
**Product Desc:** issue  
**Estimate:** 13279  
**Flight Dates:** 10/15/24 - 10/21/24  
**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:** P3

**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	17	\$16,350.00	\$13,897.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2024	17	\$16,350.00	\$13,897.50	0.00
<b>Totals</b>	<b>17</b>	<b>\$16,350.00</b>	<b>\$13,897.50</b>	<b>0.00</b>

**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	10/15/24	10/21/24	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: 10/15/24	10/21/24	MTWTF--		5				\$250.00		0.00			
N 2	WOOD	10/15/24	10/21/24	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF--	:30	4	\$250.00	P3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/24	10/21/24	MTWTF--		4				\$250.00		0.00			
N 3	WOOD	10/15/24	10/21/24	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: 10/15/24	10/21/24	MTWTF--		3				\$2,500.00		0.00			
N 4	WOOD	10/15/24	10/21/24	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: 10/15/24	10/21/24	MTWTF--		3				\$1,000.00		0.00			
N 5	WOOD	10/18/24	10/18/24	Fri Prime Other 2 Fri Prime Other 2	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
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:		10/14/24	10/20/24	----F--		1				\$2,500.00		0.00			
N 6	WOOD	10/19/24	10/19/24	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:		10/14/24	10/20/24	-----S-		1				\$1,100.00		0.00			
													Totals	17	\$16,350.00