

ORDER



Orders
Order / Rev: 2912483
Alt Order #: WOC14648911
Product Desc: 2024 President Elections
Estimate: 11741
Flight Dates: 05/14/24 - 05/20/24
Original Date / Rev: 05/13/24 / 05/14/24
Order Type: General

Primary AE: Kristen Waskie
Sales Office: TSPHI
Sales Region: NAT

WZZM

Agency Name: Media Buying & Analytics LLC / POL
Buying Contact:
Billing Contact:
 2020 Howell Mill Road NW Suite D-348
 Atlanta, GA 30318

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

Advertiser Name: POL/ Joe Biden / D / President / US
Demographic: A25-54
Product Codes: PL-Candidate: Presidential (LUR)
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Candidate
Priority: P04

New Business End:
Advertiser External ID: 147415
Agency External ID: 50530AG
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/20/24	48	\$18,875.00	\$16,043.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	48	\$18,875.00	\$16,043.75	0.00
Totals	48	\$18,875.00	\$16,043.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WZZM	15%	\$18,875.00
Market	100%	\$125,833.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EWMT	6%	\$7,550.00
UNKWN	0%	\$0.00
WOOD	27%	\$33,975.00
WOTV	3%	\$3,775.00
WWMT	28%	\$35,233.33
WXMI	21%	\$26,425.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WZZM	05/14/24	05/20/24	Local News @ 430a M-FCM WZZM News At 430A		430-5a	11111--	:30	5	\$135.00	P02	0.00	NM	5	\$675.00
Q2 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	11111--		5				\$135.00		0.00			
N 2	WZZM	05/14/24	05/20/24	Access Daily 9-10a Access Daily	CM	9-10a	11111--	:30	5	\$225.00	P02	0.00	NM	5	\$1,125.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WZZM	05/14/24	05/20/24	Judge Judy 10-1030a	CM	10-1030a	11111--	:30	5	\$225.00	P02	0.00	NM	5	\$1,125.00
Q2 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	11111--					5	\$225.00		0.00			
N 4	WZZM	05/14/24	05/20/24	Judge Judy 1030-11a	CM	1030-11a	11111--	:30	5	\$225.00	P02	0.00	NM	5	\$1,125.00
Q2 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	11111--					5	\$225.00		0.00			
N 5	WZZM	05/14/24	05/20/24	The View	CM	11a-12n	11111--	:30	5	\$250.00	P03	0.00	NM	5	\$1,250.00
Q2 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	11111--					5	\$250.00		0.00			
N 6	WZZM	05/14/24	05/20/24	Hot Bench 330-4p	CM	330-4p	11111--	:30	5	\$300.00	P02	0.00	NM	5	\$1,500.00
Q2 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	11111--					5	\$300.00		0.00			
N 7	WZZM	05/14/24	05/20/24	Local News @ 6p M-F	CM	6-630p	11111--	:30	5	\$1,250.00	P02	0.00	NM	5	\$6,250.00
Q2 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	11111--					5	\$1,250.00		0.00			
N 8	WZZM	05/14/24	05/18/24	Local News @ 630p Sa	CM	630p	-----1-	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
Q2 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-----1-					1	\$750.00		0.00			
N 9	WZZM	05/14/24	05/19/24	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$850.00	P02	0.00	NM	1	\$850.00
Q2 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-----1					1	\$850.00		0.00			
N 10	WZZM	05/14/24	05/20/24	ET 7-730p	CM	7-730p	111----	:30	3	\$850.00	P02	0.00	NM	3	\$2,550.00
Q2 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/14/24	05/20/24	111----					3	\$850.00		0.00			
N 11	WZZM	05/14/24	05/18/24	Local News @ 7a Sa	CM	7-8a	-----1-	:30	1	\$300.00	P02	0.00	NM	1	\$300.00
Q2 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-----1-					1	\$300.00		0.00			
N 12	WZZM	05/14/24	05/19/24	Local News @ 7a Su	CM	7-8a	-----1	:30	1	\$300.00	P02	0.00	NM	1	\$300.00
Q2 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-----1					1	\$300.00		0.00			
N 13	WZZM	05/14/24	05/19/24	Local News @ 9a Su	CM	9-10a	-----1	:30	1	\$400.00	P02	0.00	NM	1	\$400.00
Q2 EST-CS (sell) - GRAND RAPIDS-KALMZOO-B.CRK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/13/24	05/19/24	-----1					1	\$400.00		0.00			
N 14	WZZM	05/14/24	05/20/24	Local News @ 5a M-F	CM	5-530a	11111--	:30	5	\$135.00	P03	0.00	NM	5	\$675.00
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		Week: 05/14/24	05/20/24	11111--					5	\$135.00		0.00			
													Totals	48	\$18,875.00