

# ORDER

**Orders**  
**Order / Rev:** 426828  
**Alt Order #:** 10768215  
**Product Desc:** CONSERV VOTERS SC  
**Estimate:** 13352  
**Flight Dates:** 03/27/24 - 03/28/24  
**Original Date / Rev:** 03/26/24 / 03/26/24  
**Order Type:** GENERAL

**WFXB**  
**Primary AE:** Jalissa Stevens  
**Sales Office:** WACOX  
**Sales Region:** National

**Agency**  
**Name:** McKenna Media  
**Buying Contact:**  
**Billing Contact:**  
 1322 G. Street, SE  
 Washington, DC 20003

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

**Advertiser**  
**Name:** Issue/Conservation Voters of SC  
**Demographic:** A35+  
**Product Codes:** PL2  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** P-04

**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/28/24	3	\$190.00	\$161.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	3	\$190.00	\$161.50	0.00
<b>Totals</b>	<b>3</b>	<b>\$190.00</b>	<b>\$161.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jalissa Stevens			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WFXB	10%	\$190.00
Market	100%	\$1,900.00

**Competitive Share**

	Share	Total
AFWB	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	90%	\$1,710.00
WBTW	0%	\$0.00
WEYB	0%	\$0.00
WHMC	0%	\$0.00
WJPM	0%	\$0.00
WMBF	0%	\$0.00
WPDE	0%	\$0.00
WWMB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFXB	03/28/24	03/28/24	FOX Morning News Plus FOX Morning News Plus	CM	FOX Morning New	--- 1---	:30	1	\$55.00	P-03	0.00	NM	1	\$55.00
		<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	--- 1---		1		\$55.00		0.00					
N 2	WFXB	03/27/24	03/27/24		CM	M-F 3p-4p	-- 1----	:30	1	\$75.00	P-03	0.00	NM	1	\$75.00

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Advertiser: Issue/Conservation Voters of SC  
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 Estimate: 13352  
**WFXB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3p-4p											
				M-F 3p-4p											
		<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	-- 1----					1	\$75.00		0.00			
N 3	WFXB	03/28/24	03/28/24	M-F 4p-5p	CM	M-F 4p-5p	--- 1---	:30	1	\$60.00	P-03	0.00	NM	1	\$60.00
				M-F 4p-5p											
		<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	--- 1---					1	\$60.00		0.00			
													Totals	3	\$190.00