

WOC14508789 [00.00]

Order Printout



Order Status: Opened-New	Start/End Dates: 02/26/24 - 03/10/24	C/P/E: 366 / 396 / 1685
Traffic Order #:	Agency: Political Communications Advertising	Product Desc.: Candidate
Buyer Order #: 13238930	Advertiser: Cindi Bulla TX HD-87	Estimate Desc.: Bulla TX HD-87 - TV - 2.26-3.5
AE: Unassigned (MultiMarket MultiMarket)	Buyer: Katie Cunningham	Total Cost: \$11,125.00 (Cash)
Property: KVII TV	Primary Demo: [N] Adults 55+ (RTG)	Received Date: 2/23/24 7:14 AM
Sales Region: Local		

Comments:

No spots past election day - 3/5! Separation: 15 Population Buy Type: CPP

List Items							Spots												Totals			[N] Adults 55+		
Line	Program	ST	Len	Time	Days	Rate	Feb 26	Mar 4											Total Spots	Total Cost	RTG	GRP	CPP	
1	ABC 7 DAYBREAK<	NM	:15	6:00 AM-7:00 AM	MTWTF-	70.00	8	0											8	560.00	3.28	26.24	21.34	
(Program: ABC 7 DAYBREAK<)15s Bookends																								
2	GD MRN AMR-ABC<	NM	:15	7:00 AM-9:00 AM	MTWTF-	87.50	10	0											10	875.00	5.64	56.40	15.51	
(Program: GD MRN AMR-ABC<)15s Bookends																								
3	ABC 7 NEWS-5<	NM	:15	5:00 PM-5:30 PM	MTWTF-	157.50	10	0											10	1,575.00	7.11	71.10	22.15	
(Program: ABC 7 NEWS-5<)15s Bookends																								
4	ABC 7 NEWS-6<	NM	:15	6:00 PM-6:30 PM	MTWTF-	220.00	10	0											10	2,200.00	11.53	115.30	19.08	
(Program: ABC 7 NEWS-6<)15s Bookends																								
5	ABC 7 DAYBREAK<	NM	:15	6:00 AM-7:00 AM	MT-----	70.00	0	2											2	140.00	2.86	5.72	24.48	
(Program: ABC 7 DAYBREAK<)15s Bookends																								
6	GD MRN AMR-ABC<	NM	:15	7:00 AM-9:00 AM	MT-----	87.50	0	2											2	175.00	5.59	11.18	15.65	
(Program: GD MRN AMR-ABC<)15s Bookends																								
7	ABC 7 NEWS-5<	NM	:15	5:00 PM-5:30 PM	M-----	157.50	0	2											2	315.00	6.50	13.00	24.23	
(Program: ABC 7 NEWS-5<)15s Bookends																								
8	ABC 7 NEWS-6<	NM	:15	6:00 PM-6:30 PM	M-----	220.00	0	2											2	440.00	11.90	23.80	18.49	
(Program: ABC 7 NEWS-6<)15s Bookends																								

List Items							Spots													Totals			[N] Adults 55+		
Line	Program	ST	Len	Time	Days	Rate	Feb 26	Mar 4											Total Spots	Total Cost	RTG	GRP	CPP		
9	ABC7NW WK EDTN	NM	:15	5:30 PM-6:00 PM	-----S	167.50	2	0											2	335.00	5.37	10.74	31.19		
(Program: ABC7NW WK EDTN)15s Bookends																									
10	WHEEL-FORTNE<	NM	:15	6:30 PM-7:00 PM	MTWTF--	262.50	10	0											10	2,625.00	12.21	122.10	21.50		
(Program: WHEEL-FORTNE<)15s Bookends																									
11	WHEEL-FORTNE<	NM	:15	6:30 PM-7:00 PM	MT-----	262.50	0	2											2	525.00	12.49	24.98	21.02		
(Program: WHEEL-FORTNE<)15s Bookends																									
12	WHEEL-FORTNE W	NM	:15	6:35 PM-7:00 PM	-----S-	105.00	2	0											2	210.00	3.83	7.66	27.42		
(Program: WHEEL-FORTNE W)15s Bookends																									
13	AVG. ALL WKS<	NM	:15	10:00 PM-10:35 PM	MTWTF--	115.00	6	0											6	690.00	5.69	34.14	20.21		
(Program: AVG. ALL WKS<)15s Bookends																									
14	AVG. ALL WKS<	NM	:15	10:00 PM-10:35 PM	M-----	115.00	0	2											2	230.00	4.82	9.64	23.86		
(Program: AVG. ALL WKS<)15s Bookends																									
15	ABC7NW WK EDTN<	NM	:15	10:00 PM-10:35 PM	-----S	115.00	2	0											2	230.00	3.36	6.72	34.23		
(Program: ABC7NW WK EDTN<)15s Bookends																									
Spot Totals:							60	12											72	11125.00		538.72			
[N] Adults 55+ GRP:							450.40	88.32																	
Rate Totals:							9300.00	1825.00																	

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
March	72	\$11,125.00	538.72				