

added spot that was credited

ORDER



Orders
Order / Rev: 506612
Alt Order #:
Product Desc: 9/24-11/06 Issue
Estimate: Marsy's Law of Florida
Flight Dates: 09/27/18 - 11/11/18
Original Date / Rev: 10/30/18 / 10/30/18
Order Type: GENERAL

Primary AE: Mario Taboada
Sales Office: MCGPH
Sales Region: National

Agency Name: Media Financial Services
Buying Contact:
Billing Contact:
 1655 Palm Beach Lakes Blvd. # 903
 West Palm Beach, FL 33401

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

Advertiser Name: Marsy's Law of Florida
Demographic: A35+
Product Codes: PL2 - Issues/Propositions
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: ISS

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/18	09/30/18	12	\$3,000.00	\$2,550.00
10/01/18	10/07/18	47	\$19,625.00	\$16,681.25
10/08/18	10/14/18	46	\$19,150.00	\$16,277.50
10/15/18	10/21/18	42	\$16,800.00	\$14,280.00
10/22/18	10/28/18	42	\$17,250.00	\$14,662.50
10/29/18	11/04/18	43	\$17,700.00	\$15,045.00
11/05/18	11/11/18	7	\$3,375.00	\$2,868.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2018	12	\$3,000.00	\$2,550.00	0.00
October 2018	177	\$72,825.00	\$61,901.25	0.00
November 2018	50	\$21,075.00	\$17,913.75	0.00
Totals	239	\$96,900.00	\$82,365.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mario Taboada	MCGPH	National	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
1	WXDJ	09/27/18	11/06/18	6a-10a M-F 6a-10a M-F	CM	6a-10a	MTWTF--	1:00	4	\$500.00	P-3	0.00	NM	58	\$29,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/18	09/30/18	---TF--		4		\$500.00		0.00					

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 Estimate: Marsy's Law of Florida
 WXDJ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/18	09/30/18	---TF--					4	\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXDJ	09/24/18-09/30/18	6a-10a M-F		6a-10a		---ThF----	1:00		(\$500.00)		0.00	NM		
See MG 1.59,1.60 [no copy available,revision to follow]															
2	WXDJ	09/24/18-09/30/18	6a-10a M-F		6a-10a		---ThF----	1:00		(\$500.00)		0.00	NM		
See MG 1.61,1.62 [no copy available,revision to follow]															
3	WXDJ	09/24/18-09/30/18	6a-10a M-F		6a-10a		---ThF----	1:00		(\$500.00)		0.00	NM		
See MG 1.61,1.62 [no copy available,revision to follow]															
4	WXDJ	09/24/18-09/30/18	6a-10a M-F		6a-10a		---ThF----	1:00		(\$500.00)		0.00	NM		
See MG 1.59,1.60 [no copy available,revision to follow]															
59	WXDJ	10/02/18-10/05/18	6a-10a M-F		6a-10a		-TwThF----	1:00		\$500.00		0.00	NM		
Ⓜ MG for 1.1,1.4 [MISSING COPY]															
60	WXDJ	10/02/18-10/05/18	6a-10a M-F		6a-10a		-TwThF----	1:00		\$500.00		0.00	NM		
Ⓜ MG for 1.1,1.4 [MISSING COPY]															
61	WXDJ	10/08/18-10/12/18	6a-10a M-F		6a-10a		MTWThF----	1:00		\$500.00		0.00	NM		
Ⓜ MG for 1.3,1.2 [MISSING COPY]															
62	WXDJ	10/08/18-10/12/18	6a-10a M-F		6a-10a		MTWThF----	1:00		\$500.00		0.00	NM		
Ⓜ MG for 1.3,1.2 [MISSING COPY]															
Week:		10/01/18	10/07/18	MTWTF--					10	\$500.00		0.00			
Week:		10/08/18	10/14/18	MTWTF--					10	\$500.00		0.00			
Week:		10/15/18	10/21/18	MTWTF--					10	\$500.00		0.00			
Week:		10/22/18	10/28/18	MTWTF--					10	\$500.00		0.00			
Week:		10/29/18	11/04/18	MTWTF--					10	\$500.00		0.00			
Week:		11/05/18	11/11/18	MT-----					4	\$500.00		0.00			
N 2	WXDJ	09/27/18	11/05/18	10a-3p M-F	CM	10a-3p	MTWTF--	1:00	4	\$450.00	P-3	0.00	NM	56	\$25,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/18	09/30/18	---TF--					4	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXDJ	09/24/18-09/30/18	10a-3p M-F		10a-3p		---ThF----	1:00		(\$450.00)		0.00	NM		
See MG 2.59,2.60 [no copy available,revision to follow]															
2	WXDJ	09/24/18-09/30/18	10a-3p M-F		10a-3p		---ThF----	1:00		(\$450.00)		0.00	NM		
See MG 2.59,2.60 [no copy available,revision to follow]															
3	WXDJ	09/24/18-09/30/18	10a-3p M-F		10a-3p		---ThF----	1:00		(\$450.00)		0.00	NM		
See MG 2.57,2.58 [no copy available,revision to follow]															
4	WXDJ	09/24/18-09/30/18	10a-3p M-F		10a-3p		---ThF----	1:00		(\$450.00)		0.00	NM		
See MG 2.57,2.58 [no copy available,revision to follow]															
57	WXDJ	10/02/18-10/05/18	10a-3p M-F		10a-3p		-TwThF----	1:00		\$450.00		0.00	NM		
Ⓜ MG for 2.3,2.4 [MISSING COPY]															
58	WXDJ	10/02/18-10/05/18	10a-3p M-F		10a-3p		-TwThF----	1:00		\$450.00		0.00	NM		
Ⓜ MG for 2.3,2.4 [MISSING COPY]															
59	WXDJ	10/08/18-10/12/18	10a-3p M-F		10a-3p		MTWThF----	1:00		\$450.00		0.00	NM		
Ⓜ MG for 2.2,2.1 [MISSING COPY]															
60	WXDJ	10/08/18-10/12/18	10a-3p M-F		10a-3p		MTWThF----	1:00		\$450.00		0.00	NM		
Ⓜ MG for 2.2,2.1 [MISSING COPY]															

Order / Rev: 506612
 Alt Order #:
 Flight Dates: 09/27/18 - 11/11/18

Advertiser: Marsy's Law of Florida
 Product Desc: 9/24-11/06 Issue
 Estimate: Marsy's Law of Florida
 WXDJ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/18	10/07/18	MTWTF--					10	\$450.00		0.00			
Week:		10/08/18	10/14/18	MTWTF--					10	\$450.00		0.00			
Week:		10/15/18	10/21/18	MTWTF--					10	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
30	WXDJ	10/15/18-10/21/18		10a-3p M-F			10a-3p		MTWThF----	1:00	(\$450.00)	0.00	NM		
Credited [Credit for end of month billing]															
Week:		10/22/18	10/28/18	MTWTF--					10	\$450.00		0.00			
Week:		10/29/18	11/04/18	MTWTF--					11	\$450.00		0.00			
Week:		11/05/18	11/11/18	M-----					2	\$450.00		0.00			
3	WXDJ	09/27/18	11/05/18	3p-7p M-F 3p-7p M-F	CM	3p-7p	MTWTF--	1:00	1	\$475.00	P-3	0.00	NM	52	\$24,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/18	09/30/18	---TF--					1	\$475.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WXDJ	09/24/18-09/30/18		3p-7p M-F			3p-7p		---ThF----	1:00	(\$475.00)	0.00	NM		
See MG 3.53 [no copy available, revision to follow]															
53	WXDJ	10/02/18	10/05/18	3p-7p M-F		3p-7p	-TWThF----	1:00		\$475.00		0.00	NM		
Ⓜ MG for 3.1 09/28 [MISSING COPY]															
Week:		10/01/18	10/07/18	MTWTF--					10	\$475.00		0.00			
Week:		10/08/18	10/14/18	MTWTF--					10	\$475.00		0.00			
Week:		10/15/18	10/21/18	MTWTF--					10	\$475.00		0.00			
Week:		10/22/18	10/28/18	MTWTF--					10	\$475.00		0.00			
Week:		10/29/18	11/04/18	MTWTF--					10	\$475.00		0.00			
Week:		11/05/18	11/11/18	M-----					1	\$475.00		0.00			
4	WXDJ	09/29/18	11/04/18	6a-7p M-SU 6a-7p SA-SU	CM	6a-7p	-----SS	1:00	12	\$250.00	P-3	0.00	NM	72	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/18	09/30/18	-----SS					12	\$250.00		0.00			
Week:		10/01/18	10/07/18	-----SS					12	\$250.00		0.00			
Week:		10/08/18	10/14/18	-----SS					12	\$250.00		0.00			
Week:		10/15/18	10/21/18	-----SS					12	\$250.00		0.00			
Week:		10/22/18	10/28/18	-----SS					12	\$250.00		0.00			
Week:		10/29/18	11/04/18	-----SS					12	\$250.00		0.00			
5	WXDJ	10/10/18	10/10/18	10a-3p M-F 10a-3p M-F	CM	10a-3p	--W----	1:00	1	\$0.00	P-3	0.00	NM	1	\$0.00
MAKEGOOD FOR 1x :30s SPOT THAT AIRED ON 10/03 AND IT WAS CUT IN THE MIDDLE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/18	10/14/18	--W----					1	\$0.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WXDJ	10/08/18-10/14/18		10a-3p M-F			10a-3p		--W-----	1:00	(\$0.00)	0.00	NM		
See MG 5.2 [WXDJ] inventory sold out nc does not fit]															
2	WXDJ	10/15/18	10/19/18	10a-3p M-F		10a-3p	MTWThF----	1:00		\$0.00		0.00	NM		
Ⓜ MG for 5.1 10/10															

Totals 239 \$96,900.00

Izary Martinez (Miami)

From: Roger Rafson <roger.rafson@genmediapartners.com>
Sent: Monday, October 29, 2018 9:30 PM
To: Mario Taboada (Miami); Joyce Vordenbaum
Cc: Izary Martinez (Miami)
Subject: RE: Spot - Preempt: Marsy's Law of Florida - 5066612

Yes, please make good that spot within the flight and in the daypart ordered.

Thank you/Gracias.

Roger Rafson
SVP Political/Issue Advocacy & Strategic Alliances
genmediapartners.com
McGavren Guild Media | Local Focus Radio
When are the political windows? Look [here](#).
(412) 421-2600

From: Mario Taboada (Miami) [<mailto:mmtaboada@sbsmiami.com>]
Sent: Monday, October 29, 2018 6:00 PM
To: Roger Rafson <roger.rafson@genmediapartners.com>; Joyce Vordenbaum <joyce.vordenbaum@Genmediapartners.com>
Cc: Izary Martinez (Miami) <izmartinez@sbsmiami.com>
Subject: RE: Spot - Preempt: Marsy's Law of Florida - 5066612
Importance: High

See email sent on 10/22, regarding a missed spot for Marsy's Law that needs to be reinstated, ASAP, with client's permission.

Thanks,

Mario M. Taboada
National Sales Manager SBS Radio Miami
WXDJ-FM/EL ZOL 106.7 • WCMQ-FM/ZETA 92.3 • WRMA-FM/RITMO 95.7
O: 786-394-9236 | M: 786-346-1313 | F: 305-889-1523
mmtaboada@sbsmiami.com
"Your business is always appreciated and never taken for granted"

Spanish Broadcasting System

From: Mario Taboada (Miami)
Sent: Monday, October 22, 2018 3:47 PM
To: 'Roger Rafson'; Joyce Vordenbaum (joyce.vordenbaum@Genmediapartners.com)
Cc: Wilnelia Irizarry (Miami); Izary Martinez (Miami)
Subject: FW: Spot - Preempt: Marsy's Law of Florida - 506612
Importance: High

FYI-due to a temporary technical glitch, one of the Marsy's Law spots @ \$450 was missed on Wednesday, 10/17 during the hour of 10a-3p. Requesting permission and approval to reinstate ASAP within flight and during the same daypart missed.

Thank you,

Mario M. Taboada
National Sales Manager SBS Radio Miami
WXDJ-FM/EL ZOL 106.7 • WCMQ-FM/ZETA 92.3 • WRMA-FM/RITMO 95.7
O: 786-394-9236 | M: 786-346-1313 | F: 305-883-1523
mmtaboada@sbsmiami.com

"Your business is always appreciated and never taken for granted"

Spanish Broadcasting System
7007 NW 77 Avenue, Miami, FL 33166

-----Original Message-----

From: Yesenia Alpizar (Miami)
Sent: Monday, October 22, 2018 10:50 AM
To: marlot@sbsmiami.com
Cc: Carolina Patino (Miami); Donny Hudson (Miami); Geraldo Arriaga (SBS Interactive); Izary Martinez (Miami); Mario Taboada (Miami); Patty Valdes (Miami); Wilnelia

Irizarry (Miami); Yesenia Alpizar (Miami)
Subject: Spot - Preempt: Marsy's Law of Florida - 506612

Property: WXDJ

Order Information:

Order #: 506612
Order Total: \$96,900.00
Agency: Media Financial Services
Advertiser: Marsy's Law of Florida
Product: 9/24-11/06 Issue
Estimate #: Marsy's Law of Florida
Flight Dates: 09/27/18 - 11/11/18
Demo: Adults 35+

Sales Information: Mario Taboada, McGavren Guild Philadelphia, National

The following spot(s) have been preempted:

Preempted Spot Information (506612-2-30):

Rate: \$450.00
Air Date: Wed 10/17/18
Eligible Days: MTWThF----
Inventory Code: 10a-3p M-F
Inventory Description: 10a-3p M-F
Inventory Code Time: 10a-3p
Spot Type: NM
Length: 1:00
Channel(s): [1] WXDJ
Priority: Priority 3
Preempt Reason: As per recon of log spot did not air

Mario M Taboada

National Sales Manager
SBS Miami Radio

WXDJ-FM ELZOL 106.7 • WCMQ-FM ZETA 92.3 • WRMA-FM RITMO 95.7

O: 786-394-9236 | M: 786-346-1313 | F: 305-883-1569

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