

ORDER



Orders

Order / Rev:

3457237

Alt Order #:

WOC14526579

Product Desc:

Basel Capitol Campaign\_Q1\_Q2'24

Estimate:

11

Flight Dates:

03/11/24 - 03/24/24

Original Date / Rev:

03/20/24 / 03/20/24

Order Type:

NORMAL

WILX

Primary AE:

Lisa Dyck

Sales Office:

LANN

Sales Region:

National

Agency

Name:

1060 Advisors

Buying Contact:

Billing Contact:

660 Riviera Dr

Maples, FL 34103

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

Financial Services Forum

Demographic:

A35+

Product Codes:

Issue - National - Other

Revenue Code 1:

AGY

Revenue Code 2:

POL

Revenue Code 3:

POL-ISS

Priority:

P-01

New Business End:

Advertiser External ID:

626127

Agency External ID:

199228

Unit Code:

General

Order Separation:

00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/22/24	32	\$55,400.00	\$47,090.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	32	\$55,400.00	\$47,090.00	144.00
Totals	32	\$55,400.00	\$47,090.00	144.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Lisa Dyck			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	WILX	03/11/24	03/24/24	NBC Today Show Today Show	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	MTWTF--	:30	3	\$1,350.00	P-01	3.00	NM	6	\$8,100.00
(Program: TODAY SHOW) Nov/2023LP - LANSING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 03/11/24		03/11/24	03/17/24	MTWTF--	3		\$1,350.00		3.00						
Week: 03/18/24		03/18/24	03/24/24	MTWTF--	3		\$1,350.00		3.00						
N 2	WILX	03/11/24	03/24/24	News 10 @ 530p M-F News 10 @ 530p M-F	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	:30	4	\$1,600.00	P-01	4.00	NM	8	\$12,800.00
(Program: NEWS 10 @ 530p) Nov/2023LP - LANSING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 03/11/24		03/11/24	03/17/24	MTWTF--	4		\$1,600.00		4.00						
Week: 03/18/24		03/18/24	03/24/24	MTWTF--	4		\$1,600.00		4.00						
N 3	WILX	03/11/24	03/24/24	News 10 @ 6p M-F News 10 @ 6p M-F	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	MTWTF--	:30	4	\$2,400.00	P-01	6.00	NM	8	\$19,200.00
(Program: NEWS 10 @ 6P) Nov/2023LP - LANSING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 03/11/24		03/11/24	03/17/24	MTWTF--	4		\$2,400.00		6.00						
Week: 03/18/24		03/18/24	03/24/24	MTWTF--	4		\$2,400.00		6.00						
N 4	WILX	03/11/24	03/24/24	Jeopardy M-F Jeopardy M-F	CM	7:30 PM-8:00 PM (7:30 PM-8:00 PM)	MTWTF--	:30	2	\$2,400.00	P-01	7.30	NM	4	\$9,600.00

Order / Rev: 3457237  
Alt Order #: WOC14526579  
Flight Dates: 03/11/24 - 03/24/24

Advertiser: Financial Services Forum  
Product Desc: Basel Capitol Campaign\_Q1\_Q2'24  
Estimate: 11

WILX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: JEOPARDY) Nov/2023LP - LANSING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 03/11/24		03/11/24	03/17/24	MTWTF--	2		\$2,400.00		7.30						
Week: 03/18/24		03/18/24	03/24/24	MTWTF--	2		\$2,400.00		7.30						
N 5	WILX	03/11/24	03/24/24	News 10 @ 11p M-F News 10 @ 11p M-F	CM	11:00 PM-11:35 P (11:00 PM-11:35 PM)	MTWTF--	:30	3	\$950.00	P-01	2.80	NM	6	\$5,700.00
(Program: NEWS 10 AT 11PM) Nov/2023LP - LANSING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 03/11/24		03/11/24	03/17/24	MTWTF--	3		\$950.00		2.80						
Week: 03/18/24		03/18/24	03/24/24	MTWTF--	3		\$950.00		2.80						
													Totals	32	\$55,400.00