

# ORDER



**Orders**  
**Order / Rev:** 1288094  
**Alt Order #:** WOC14648952  
**Product Desc:** AB PAC  
**Estimate:** 6767  
**Flight Dates:** 05/13/24 - 05/26/24  
**Original Date / Rev:** 05/13/24 / 05/13/24  
**Order Type:** GENERAL

**WGBA**  
**Primary AE:** Matthew Mulzoff  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** Amplify Media  
**Buying Contact:**  
**Billing Contact:** Amplify Media AP  
 PO Box 6  
 Franklin, IL 60131

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

**Advertiser**  
**Name:** AB PAC  
**Demographic:** A35+  
**Product Codes:** Non-Ballot Issue  
**Revenue Code 1:** DISC  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** P-2

**New Business End:**  
**Advertiser External ID:** 261167  
**Agency External ID:** 101368  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/20/24	21	\$3,480.00	\$2,958.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	21	\$3,480.00	\$2,958.00	0.00
<b>Totals</b>	<b>21</b>	<b>\$3,480.00</b>	<b>\$2,958.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Mulzoff	EWSDC	NAT	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	WGBA	05/20/24	05/20/24	Monday Prime C Monday NBC Prime C (Program: DEAL OR NO DEAL) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON	CM	9-10pm	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/20/24	05/26/24	M-----		1		\$500.00		0.00					
N 2	WGBA	05/20/24	05/20/24	M-F 7-9am Today Show M-F 7-9am Today Show (Program: TODAY SHW) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON	CM	7-9am	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/20/24	05/26/24	M-----		1		\$200.00		0.00					
N 3	WGBA	05/13/24	05/17/24	M-F 7-9am Today Show M-F 7-9am Today Show (Program: TODAY SHW) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON	CM	7-9am	-TWTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		<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	-TWTF--		3		\$200.00		0.00					
N 4	WGBA	05/20/24	05/20/24	M-F 3-4pm M-F 3-4pm (Program: KELLY CLARKSON SHOW) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON	CM	3-4pm	M-----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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 Alt Order #: WOC14648952  
 Flight Dates: 05/13/24 - 05/26/24

Advertiser: AB PAC  
 Product Desc: AB PAC  
 Estimate: 6767  
**WGBA**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WGBA	05/13/24	05/17/24	M-F 3-4pm M-F 3-4pm	CM	3-4pm	- TWTF - -	:30	3	\$70.00	P-2	0.00	NM	3	\$210.00
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24 05/26/24		M - - - - -					1	\$70.00		0.00			
		(Program: KELLY CLARKSON SHOW) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
		<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		- TWTF - -					3	\$70.00		0.00			
N 6	WGBA	05/20/24	05/20/24	M-F 4-430pm M-F 4-430pm	CM	4-430pm	M - - - - -	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		(Program: FAMILY FEUD) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24 05/26/24		M - - - - -					1	\$75.00		0.00			
N 7	WGBA	05/13/24	05/17/24	M-F 4-430pm M-F 4-430pm	CM	4-430pm	- TWTF - -	:30	3	\$75.00	P-2	0.00	NM	3	\$225.00
		(Program: FAMILY FEUD) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
		<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		- TWTF - -					3	\$75.00		0.00			
N 8	WGBA	05/20/24	05/20/24	M-F 630-7pm M-F 630-7pm	CM	630-7pm	M - - - - -	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		(Program: FAMILY FEUD) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24 05/26/24		M - - - - -					1	\$200.00		0.00			
N 9	WGBA	05/13/24	05/17/24	M-F 630-7pm M-F 630-7pm	CM	630-7pm	- TWTF - -	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
		(Program: FAMILY FEUD) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
		<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		- TWTF - -					3	\$200.00		0.00			
N 10	WGBA	05/20/24	05/20/24	M-F 1035pm Tonight Sh@M M-F 1035pm Tonight Show	CM	1035-1135pm	M - - - - -	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		(Program: TONITE SHW-NBC) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
		<u>Start Date</u> <u>End Date</u>		<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24 05/26/24		M - - - - -					1	\$200.00		0.00			
N 11	WGBA	05/13/24	05/17/24	M-F 1035pm Tonight Sh@M M-F 1035pm Tonight Show	CM	1035-1135pm	- TWTF - -	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
		(Program: TONITE SHW-NBC) 2Q24 COMSCORE (sell) - GREEN BAY-APPLETON													
		<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		- TWTF - -					3	\$200.00		0.00			
													Totals	21	\$3,480.00