

ORDER



Orders

Order / Rev:

2867548

Alt Order #:

WOC14510550

Product Desc:

384 / 414 / 1698 - Hatch Smith for TX HC

Estimate:

1698 - Hatch Smith for TX HD-53 - 2.27 -

Flight Dates:

02/27/24 - 03/05/24

Original Date / Rev:

02/26/24 / 02/26/24

Order Type:

General

KWES

Primary AE:

Aleesha Maewall

Sales Office:

TSWAS

Sales Region:

NAT

Agency

Name:

Political Communications Advertising

Buying Contact:

Billing Contact:

11 East 44th Street, Suite 303

New York, NY 10017

Billing Type:

Cash

Billing Calendar:

Broadcast

Billing Cycle:

EOM/EOC

Agency Commission:

15%

Advertiser

Name:

POL/ Hatch Smith / R / State House Re

Demographic:

A50+

Product Codes:

PL-Candidate: State House

Revenue Code 1:

AGY

Revenue Code 2:

(POL) Political

Revenue Code 3:

(POL) Candidate

Priority:

P04

New Business End:

Advertiser External ID:

M229943

Agency External ID:

21047AG

Unit Code:

General

Order Separation:

00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/05/24	5	\$1,375.00	\$1,168.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	5	\$1,375.00	\$1,168.75	42.45
Totals	5	\$1,375.00	\$1,168.75	42.45

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aleesha Maewall			Start Of Order - End Of Order	100%

Order Share	Share	Total
KWES	35%	\$1,375.00
Market	100%	\$3,928.57

Competitive Share	Share	Total
CABLE	0%	\$0.00
KMID	0%	\$0.00
KOSA	0%	\$0.00
KPBT	0%	\$0.00
KPEJ	0%	\$0.00
KTEL	0%	\$0.00
KUPB	0%	\$0.00
KWWT	0%	\$0.00
UNKWN	65%	\$2,553.57

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KWES	02/27/24	03/05/24	Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	4	\$275.00	P03	8.49	NM	5	\$1,375.00
Local News @ 5p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		02/26/24	03/03/24	- TWTF--		4			\$275.00		8.49				
Week:		03/04/24	03/10/24	MT-----		1			\$275.00		8.49				
													Totals	5	\$1,375.00