

ORDER

Orders
Order / Rev: 801325
Alt Order #:
Product Desc: Primary 2022
Estimate:
Flight Dates: 04/25/22 - 05/17/22
Original Date / Rev: 04/20/22 / 04/20/22
Order Type: GENERAL

WVLK-AM
Primary AE: Andrea Ayers
Sales Office: L-LEX
Sales Region: Local

Agency Name: Big Echo Creative
Buying Contact:
Billing Contact:
 401 West Main Street
 Lexington, KY 40507

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

Advertiser Name: Roberts/D/County Attorney
Demographic: A25-54
Product Codes: Candidates
Revenue Code 1: AGY-AVAIL
Revenue Code 2: POL-CAND
Revenue Code 3: POL-LR
Priority: P-100

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/17/22	120	\$2,310.00	\$1,963.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	120	\$2,310.00	\$1,963.50	0.00
Totals	120	\$2,310.00	\$1,963.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Andrea Ayers			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	WVLKA	04/25/22	05/15/22	M-F AM Drive M-F	CM		22222--	:30	10	\$20.00	P-50	0.00	NM	30	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/25/22	05/01/22	22222--		10				\$20.00		0.00			
	Week:	05/02/22	05/08/22	22222--		10				\$20.00		0.00			
	Week:	05/09/22	05/15/22	22222--		10				\$20.00		0.00			
N 2	WVLKA	04/25/22	05/15/22	M-F 12p-3p M-F	CM	12p-3p	22222--	:30	10	\$20.00	P-50	0.00	NM	30	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/25/22	05/01/22	22222--		10				\$20.00		0.00			
	Week:	05/02/22	05/08/22	22222--		10				\$20.00		0.00			
	Week:	05/09/22	05/15/22	22222--		10				\$20.00		0.00			
N 3	WVLKA	04/25/22	05/15/22	M-F PM Drive M-F	CM	3p-7p	22222--	:30	10	\$20.00	P-50	0.00	NM	30	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/25/22	05/01/22	22222--		10				\$20.00		0.00			
	Week:	05/02/22	05/08/22	22222--		10				\$20.00		0.00			
	Week:	05/09/22	05/15/22	22222--		10				\$20.00		0.00			
N 4	WVLKA	04/25/22	05/15/22	Sa-Su Prime Sa-Su	CM	8:00 AM-11:00 AM (8:00 AM-11:00 AM)	-----2-	:30	2	\$5.00	P-40	0.00	NM	6	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/25/22	05/01/22	-----2-		2				\$5.00		0.00			
	Week:	05/02/22	05/08/22	-----2-		2				\$5.00		0.00			

Order / Rev: 801325
 Alt Order #:
 Flight Dates: 04/25/22 - 05/17/22

Advertiser: Roberts/D/County Attorney
 Product Desc: Primary 2022
 Estimate:
 WVLC-AM

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:		05/09/22	05/15/22	-----2-			2			\$5.00			0.00		
N 5	WVLC	05/16/22	05/17/22	M-F AM Drive M-F	CM		44-----	:30	8	\$20.00	P-50	0.00	NM	8	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/16/22	05/22/22	44-----			8			\$20.00			0.00		
N 6	WVLC	05/16/22	05/17/22	M-F Midday M-F	CM	10a-3p	44-----	:30	8	\$20.00	P-50	0.00	NM	8	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/16/22	05/22/22	44-----			8			\$20.00			0.00		
N 7	WVLC	05/16/22	05/17/22	M-F 3p-6p M-F	CM	3p-6p	44-----	:30	8	\$20.00	P-50	0.00	NM	8	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/16/22	05/22/22	44-----			8			\$20.00			0.00		
													Totals	120	\$2,310.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>CUMMUS</u>	Date: <u>4/19/2022</u>
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I, EMILY CONLEY

being/on behalf of: LARRY ROBERTS

a legally qualified candidate of the DEMOCRATIC

political party for the office of: FAYETTE COUNTY ATTORNEY

in the PRIMARY

election to be held on: MAY 17, 2022

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>SEE PACKAGE</u>	<u>SEE PACKAGE</u>	<u>SEE PACKAGE</u>		<u>SEE PACKAGE</u>	<u>3-4</u>

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

BIG ECHO CREATIVE, LLC

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

JUNITA STOLLINGS

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

4/19/2022

Date

Emily A. Conley

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Scott Frazier

Signature

Scott Frazier

Printed Name

Market Manager

Title

Order #801325: Big Echo C../Roberts/D../Primary 2022/

Date	Action	Line	Comment	By	Total \$	# Spots	Expected GR
04/20/22 7:24:27 AM	Processed		<async process>	Jayda Burl	\$2,310.00	120	0.00
04/20/22 7:16:06 AM	Approved			Pam Black	\$2,310.00	120	0.00
04/20/22 7:16:02 AM	Approval Workflow		[Business Manager - Business Office Approval Needed Default]	Pam Black	\$2,310.00	120	0.00
04/20/22 6:47:22 AM	Approval Workflow		[Sales Manager - Ready Default]	Andrea Ay	\$2,310.00	120	0.00
04/20/22 6:38:54 AM	Ready for approval		New Order	Andrea Ay	\$2,310.00	120	0.00
04/20/22 6:21:41 AM	New order created		<new order>	Andrea Ay	\$0.00	0	0.00

[Sorted by: Date]