

ORDER

Orders
Order / Rev: 636753
Alt Order #:
Product Desc: Leading Illinois for Tomorrow: RADIO 11
Estimate: 5582
Flight Dates: 11/05/16 - 11/08/16
Original Date / Rev: 11/04/16 / 11/04/16
Order Type: GENERAL

WGN-AM

Primary AE: House WGN AM
Sales Office: L-CHI
Sales Region: Local

Agency
Name: Adelstein & Associates
Buying Contact:
Billing Contact:
 222 W. Ontario
 Chicago, IL 60654

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

Advertiser
Name: Leading Illinois for Tomorrow
Demographic: A35+
Product Codes: PL2
Priority: 03
Revenue Codes: AGY, POL, ISSUE

New Business Thru:
Order Separation: 00:53:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/08/16	12	\$6,765.00	\$5,750.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	12	\$6,765.00	\$5,750.25	0.00
Totals	12	\$6,765.00	\$5,750.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House WGN AM			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	720	11/07/16	11/08/16	M-F 5a-8p 5a-8p	CM	5:30 AM-12:00 PM	MT-----	1:00	3	\$490.00	03	0.00	NM	3	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	MT-----		3				\$490.00		0.00			
N 2	720	11/07/16	11/07/16	M-F 5a-8p 5a-8p	CM	12:00 PM-4:00 PM	M-----	1:00	1	\$325.00	03	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	M-----		1				\$325.00		0.00			
N 3	720	11/07/16	11/07/16	M-F 5a-8p 5a-8p	CM	4:00 PM-8:00 PM	M-----	1:00	3	\$490.00	03	0.00	NM	3	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	M-----		3				\$490.00		0.00			
N 4	720	11/05/16	11/05/16	Sa-Su 5a-12a Sa-Su	CM	4:00 PM-8:00 PM	-----S-	1:00	1	\$225.00	03	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S-		1				\$225.00		0.00			
N 5	720	11/06/16	11/06/16	Su 5a-10a Sunday	CM	6:30 AM-9:00 AM	-----S	1:00	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S		1				\$150.00		0.00			
N 6	720	11/06/16	11/06/16	Sa-Su 5a-12a Sa-Su	CM	9:00 AM-4:00 PM	-----S	1:00	1	\$125.00	03	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----S		1				\$125.00		0.00			

Order / Rev: 636753
 Alt Order #:
 Flight Dates: 11/05/16 - 11/08/16

Advertiser: Leading Illinois for Tomorrow
 Product Desc: Leading Illinois for Tomorrow: RADIO 11 WGN-AM
 Estimate: 5582

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	720	11/05/16	11/06/16	Blackhawks In-Game	SPCL	6:00 PM-10:00 PM	-----11	1:00	2	\$1,500.00	03	0.00	NM	2	\$3,000.00
				Blackhawks In-Game		(6:00 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/16	11/06/16	-----11		2		\$1,500.00		0.00					
													Totals	12	\$6,765.00

Buy Detail Report

Revision #: Date: 11/2/2016
11:36 AM

Client: Adelstein & Associates Estimate: 5582 Vendor: WGN-AM
Media: Radio Description: Leading Illinois for Tomorrow RADIO 11/3-11/8
Product: Leading Illinois for Tomorrow Flight Start Date: 10/31/2016 05:00 AM
Market: Chicago Flight End Date: 11/13/2016 04:59 AM
Primary Demo: Adults 35+
Separation between spots: 0 Buyer: Barb Obrzut

Format: Talk

Estimate Comments: SCHEDULE RUNS THURS 11/3 THRU TUES 11/8. NO SPOTS TO RUN PAST 12NOON ON 11/8.

Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/31 11/7	Total Spots	Adults 35+ Rtg/CPP
WGN-AM							
MTuWThF 5:30a-12:00p	ROT	\$490.00	\$416.50	60	0 3	3	0.7 \$700.00 \$595.00
MTuWThF 12:00p- 4:00p	ROT	\$325.00	\$276.25	60	0 1	1	0.5 \$650.00 \$552.50
MTuWThF 4:00p- 8:00p	ROT	\$490.00	\$416.50	60	3 0	3	0.4 \$1,225.00 \$1,041.25
Sa 4:00p- 8:00p	ROT	\$225.00	\$191.25	60	1 0	1	0.2 \$1,125.00 \$956.25
Su 6:30a- 9:00a	ROT	\$150.00	\$127.50	60	1 0	1	0.6 \$250.00 \$212.50
Su 9:00a- 4:00p	ROT	\$125.00	\$106.25	60	1 0	1	0.3 \$416.67 \$354.17
SaSu 6:00p-10:00p	ROT	\$1,500.00	\$1,275.00	60	2 0	2	0.5 \$3,000.00 \$2,550.00

Buy Detail Report

Revision #: **Date:** 11/2/2016
11:36 AM

Client:	Adelstein & Associates	Estimate:	5582	Vendor:	WGN-AM
Media:	Radio	Description:	Leading Illinois for Tomorrow. RADIO ADD		11/3-11/8
Product:	Leading Illinois for Tomorrow	Flight Start Date:	10/31/2016		05:00 AM
Market:	Chicago	Flight End Date:	11/13/2016		04:59 AM
Primary Demo:	Adults 35+				
Separation between spots:	0	Buyer:	Barb Obrzut		

Format: Talk

Estimate Comments: SCHEDULE RUNS THURS 11/3 THRU TUES 11/8. NO SPOTS TO RUN PAST 12NOON ON 11/8.

Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/31	11/7	Total Spots	Adults 35+ Rtg/CPP
WGN-AM								
				Total Spots:		8	4	
				Total GRP/GIMP(000):		3.3	2.6	5.9
				Total CPP/CPM:				\$1,146.61
								\$974.62
Total Cost:		\$6,765.00					12	