

ORDER



Orders
Order / Rev: 3494473
 Alt Order #:
Product Desc: WRDW-SHER-MAR MAY 24 TV ROUND
Estimate: 983
Flight Dates: 03/25/24 - 05/19/24
Original Date / Rev: 03/27/24 / 03/27/24
Order Type: NORMAL

WRDW
Primary AE: Augusta House
Sales Office: AUGN
Sales Region: National

Agency Name: Admax Advertising
Buying Contact:
Billing Contact:
 5121 Washington Road
 Evans, GA 30809

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

Advertiser Name: Sheriff Richard Roundtree
Demographic: HH
Product Codes: Candidate - Local - Sheriff
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P-04

New Business End:
Advertiser External ID: 629942
Agency External ID: 114467
Unit Code: General
Order Separation: 00:15:00

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 03/01/24 | 03/31/24 | 5 | \$385.00 | \$327.25 |
| 04/01/24 | 04/30/24 | 8 | \$835.00 | \$709.75 |
| 05/01/24 | 05/17/24 | 8 | \$930.00 | \$790.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| March 2024 | 5 | \$385.00 | \$327.25 | 0.00 |
| April 2024 | 8 | \$835.00 | \$709.75 | 0.00 |
| May 2024 | 8 | \$930.00 | \$790.50 | 0.00 |
| Totals | 21 | \$2,150.00 | \$1,827.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Augusta House | | | 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 | WRDW | 03/29/24 | 03/29/24 | News 12 This Morning @ 5a | CM | 458a-6a | ----F-- | :30 | 1 | \$40.00 | P-04 | 0.00 | NM | 1 | \$40.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 03/25/24 | 03/31/24 | ----F-- | | 1 | | | | \$40.00 | | 0.00 | | | |
| N 2 | WRDW | 03/29/24 | 03/29/24 | News 12 This Morning @ 6a | CM | 558a-7a | ----F-- | :30 | 1 | \$115.00 | P-04 | 0.00 | NM | 1 | \$115.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 03/25/24 | 03/31/24 | ----F-- | | 1 | | | | \$115.00 | | 0.00 | | | |
| N 4 | WRDW | 03/29/24 | 03/29/24 | News 12 @ 5p | CM | 458p-530p | ----F-- | :30 | 1 | \$130.00 | P-04 | 0.00 | NM | 1 | \$130.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 03/25/24 | 03/31/24 | ----F-- | | 1 | | | | \$130.00 | | 0.00 | | | |
| N 5 | WRDW | 04/15/24 | 05/19/24 | News 12 This Morning @ 5a | CM | 458a-6a | MTWTF-- | :30 | 1 | \$40.00 | P-04 | 0.00 | NM | 4 | \$160.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/15/24 | 04/21/24 | --WTF-- | | 1 | | | | \$40.00 | | 0.00 | | | |
| | | Week: 04/22/24 | 04/28/24 | MTWTF-- | | 1 | | | | \$40.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | ----- | | 0 | | | | \$0.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | MTWTF-- | | 1 | | | | \$40.00 | | 0.00 | | | |
| | | Week: 05/13/24 | 05/19/24 | MTWTF-- | | 1 | | | | \$40.00 | | 0.00 | | | |

Order / Rev: 3494473
 Alt Order #:
 Flight Dates: 03/25/24 - 05/19/24

Advertiser: Sheriff Richard Roundtree
 Product Desc: WRDW-SHER-MAR MAY 24 TV ROUND
 Estimate: 983
WRDW

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|--|-------|--|---------|-----|-------------------|-------------|------|---------------|--------|-------|------------|
| N 8 | WRDW | 04/15/24 | 05/19/24 | News 12 @ 5p News 12 @ 5p | CM | 458p-530p | MTWTF-- | :30 | 1 | \$130.00 | P-04 | 0.00 | NM | 4 | \$520.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/15/24 | 04/21/24 | --WTF-- | | | | | 1 | \$130.00 | | 0.00 | | | |
| | | Week: 04/22/24 | 04/28/24 | MTWTF-- | | | | | 1 | \$130.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | MTWTF-- | | | | | 1 | \$130.00 | | 0.00 | | | |
| | | Week: 05/13/24 | 05/19/24 | MTWTF-- | | | | | 1 | \$130.00 | | 0.00 | | | |
| N 9 | WRDW | 04/15/24 | 05/19/24 | Prime Rotator M-F Prime Rotator M-F | CM | 758p-11p | MTWTF-- | :30 | 1 | \$150.00 | P-06 | 0.00 | NM | 4 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/15/24 | 04/21/24 | --WTF-- | | | | | 1 | \$150.00 | | 0.00 | | | |
| | | Week: 04/22/24 | 04/28/24 | MTWTF-- | | | | | 1 | \$150.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | MTWTF-- | | | | | 1 | \$150.00 | | 0.00 | | | |
| | | Week: 05/13/24 | 05/19/24 | MTWTF-- | | | | | 1 | \$150.00 | | 0.00 | | | |
| N 10 | WRDW | 04/22/24 | 05/19/24 | News 12 @ 5p News 12 @ 5p | CM | 458p-530p | MTWTF-- | :30 | 1 | \$145.00 | P-04 | 0.00 | NM | 3 | \$435.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/22/24 | 04/28/24 | MTWTF-- | | | | | 1 | \$145.00 | | 0.00 | | | |
| | | Week: 04/29/24 | 05/05/24 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| | | Week: 05/06/24 | 05/12/24 | MTWTF-- | | | | | 1 | \$145.00 | | 0.00 | | | |
| | | Week: 05/13/24 | 05/19/24 | MTWTF-- | | | | | 1 | \$145.00 | | 0.00 | | | |
| N 11 | WRDW | 03/25/24 | 04/21/24 | M-Su 5a-2a 12:00 AM-6:00 PM | CM | 12:00 AM-6:00 PM (12:00 AM-6:00 PM) | -----SS | :30 | 2 | \$50.00 | P-06 | 0.00 | NM | 3 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 03/25/24 | 03/31/24 | -----SS | | | | | 2 | \$50.00 | | 0.00 | | | |
| | | Week: 04/01/24 | 04/07/24 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| | | Week: 04/08/24 | 04/14/24 | ----- | | | | | 0 | \$0.00 | | 0.00 | | | |
| | | Week: 04/15/24 | 04/21/24 | -----SS | | | | | 1 | \$50.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 21 | \$2,150.00 |