

# ORDER



**Orders**  
**Order / Rev:** 3463941  
 Alt Order #:  
**Product Desc:** WRDW-SHER-MAR24 TV ROUNDTREE  
**Estimate:** 974  
**Flight Dates:** 03/15/24 - 03/31/24  
**Original Date / Rev:** 03/14/24 / 03/14/24  
**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	03/29/24	13	\$1,600.00	\$1,360.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	13	\$1,600.00	\$1,360.00	0.00
<b>Totals</b>	<b>13</b>	<b>\$1,600.00</b>	<b>\$1,360.00</b>	<b>0.00</b>

**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	03/15/24	03/15/24	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: 03/11/24	03/17/24	----F--		1				\$40.00		0.00			
N 2	WRDW	03/15/24	03/15/24	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: 03/11/24	03/17/24	----F--		1				\$115.00		0.00			
N 3	WRDW	03/15/24	03/15/24	CBS This Morning Hr 1	CM	7a-8a	----F--	:30	1	\$160.00	P-04	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/11/24	03/17/24	----F--		1				\$160.00		0.00			
N 4	WRDW	03/15/24	03/15/24	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: 03/11/24	03/17/24	----F--		1				\$130.00		0.00			
N 5	WRDW	03/18/24	03/29/24	News 12 This Morning @ 5a	CM	458a-6a	MTWTF--	:30	1	\$40.00	P-04	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	MTWTF--		1				\$40.00		0.00			
		Week: 03/25/24	03/31/24	MTWTF--		1				\$40.00		0.00			

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 Flight Dates: 03/15/24 - 03/31/24

Advertiser: Sheriff Richard Roundtree  
 Product Desc: WRDW-SHER-MAR24 TV ROUNDTREE  
 Estimate: 974

WRDW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WRDW	03/18/24	03/29/24	News 12 This Morning @ News 12 This Morning @ 6a	CM	558a-7a	MTWTF--	:30	1	\$115.00	P-04	0.00	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	MTWTF--		1				\$115.00		0.00			
		Week: 03/25/24	03/31/24	MTWTF--		1				\$115.00		0.00			
N 7	WRDW	03/18/24	03/29/24	CBS This Morning Hr 1 CBS This Morning Hr 1	CM	7a-8a	MTWTF--	:30	1	\$160.00	P-04	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	MTWTF--		1				\$160.00		0.00			
		Week: 03/25/24	03/31/24	MTWTF--		1				\$160.00		0.00			
N 8	WRDW	03/18/24	03/29/24	News 12 @ 5p News 12 @ 5p	CM	458p-530p	MTWTF--	:30	1	\$130.00	P-04	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/18/24	03/24/24	MTWTF--		1				\$130.00		0.00			
		Week: 03/25/24	03/31/24	MTWTF--		1				\$130.00		0.00			
N 9	WRDW	03/25/24	03/29/24	News 12 @ 6p News 12 @ 6p	CM	558p-630p	MTWTF--	:30	1	\$265.00	P-04	0.00	NM	1	\$265.00
		<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	MTWTF--		1				\$265.00		0.00			
													Totals	13	\$1,600.00