

ORDER



Orders
Order / Rev: 3463999
 Alt Order #:
Product Desc: WRDW-SHER-APR24 TV ROUNDTREE
Estimate: 978
Flight Dates: 04/19/24 - 05/05/24
Original Date / Rev: 03/15/24 / 03/15/24
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
04/01/24	04/26/24	13	\$1,600.00	\$1,360.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	13	\$1,600.00	\$1,360.00	0.00
Totals	13	\$1,600.00	\$1,360.00	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	04/19/24	04/19/24	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: 04/15/24	04/21/24	----F--		1				\$40.00		0.00			
N 2	WRDW	04/19/24	04/19/24	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: 04/15/24	04/21/24	----F--		1				\$115.00		0.00			
N 3	WRDW	04/19/24	04/19/24	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: 04/15/24	04/21/24	----F--		1				\$160.00		0.00			
N 4	WRDW	04/19/24	04/19/24	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: 04/15/24	04/21/24	----F--		1				\$130.00		0.00			
N 5	WRDW	04/22/24	04/28/24	News 12 This Morning @ 5a	CM	458a-6a	MTWTF--	:30	2	\$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: 04/22/24	04/28/24	MTWTF--		2				\$40.00		0.00			
N 6	WRDW	04/22/24	04/28/24		CM	558a-7a	MTWTF--	:30	2	\$115.00	P-04	0.00	NM	2	\$230.00

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Advertiser: Sheriff Richard Roundtree
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 Estimate: 978
WRDW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 12 This Morning @											
				News 12 This Morning @ 6a											
		<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--		2				\$115.00		0.00			
N 7	WRDW	04/22/24	04/28/24	CBS This Morning Hr 1	CM	7a-8a	MTWTF--	:30	2	\$160.00	P-04	0.00	NM	2	\$320.00
				CBS This Morning Hr 1											
		<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--		2				\$160.00		0.00			
N 8	WRDW	04/22/24	04/28/24	News 12 @ 5p	CM	458p-530p	MTWTF--	:30	2	\$130.00	P-04	0.00	NM	2	\$260.00
				News 12 @ 5p											
		<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--		2				\$130.00		0.00			
N 9	WRDW	04/22/24	04/26/24	News 12 @ 6p	CM	558p-630p	MTWTF--	:30	1	\$265.00	P-04	0.00	NM	1	\$265.00
				News 12 @ 6p											
		<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				\$265.00		0.00			
													Totals	13	\$1,600.00