

ORDER



Orders
Order / Rev: 1288491
Alt Order #: WOC14649610
Product Desc: 2024 Primary Election
Estimate: 6926
Flight Dates: 05/20/24 - 05/26/24
Original Date / Rev: 05/14/24 / 05/14/24
Order Type: GENERAL

WFTS
Primary AE: Matthew Mulzoff
Sales Office: EWSDC
Sales Region: NAT

Agency Name: AxMedia
Buying Contact:
Billing Contact:
 800 W. 47th Street
 Kansas City, MO 64112

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

Advertiser Name: Smart and Safe Florida
Demographic: A35+
Product Codes: Non-Ballot Issue
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: P-3

New Business End:
Advertiser External ID: 281220
Agency External ID: 102041
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/29/24	05/26/24	59	\$31,455.00	\$26,736.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	59	\$31,455.00	\$26,736.75	0.00
Totals	59	\$31,455.00	\$26,736.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Mulzoff	EWSDC	NAT	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	WFTS	05/20/24	05/23/24	M-F 6-7am News M-F 6-7am News (Program: GOOD MORNING TAMPA BAY 6A) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)	CM	6-7am	- 1- 1- - -	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/20/24	05/26/24	- 1- 1- - -		2		\$350.00		0.00					
N 2	WFTS	05/20/24	05/25/24	SA 6-7am News SA 6-7am News (Program: GOOD MORNING TAMPA BAY 6A SA) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)	CM	6-7am	- - - - - 1-	1:00	1	\$220.00	P-3	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/20/24	05/26/24	- - - - - 1-		1		\$220.00		0.00					
N 3	WFTS	05/20/24	05/25/24	SA 7-8am News SA 7-8am News (Program: GOOD MORNING TAMPA BAY 7A SA) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)	CM	7-8am	- - - - - 1-	1:00	1	\$420.00	P-3	0.00	NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/20/24	05/26/24	- - - - - 1-		1		\$420.00		0.00					
N 4	WFTS	05/20/24	05/25/24	SA 9-10am News SA 9-10am News (Program: GOOD MORNING TAMPA BAY SA 9A) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)	CM	9-10am	- - - - - 1-	1:00	1	\$420.00	P-3	0.00	NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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Advertiser: Smart and Safe Florida
 Product Desc: 2024 Primary Election
 Estimate: 6926
WFTS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WFTS	05/20/24	05/26/24	SU 6-7am News	CM	6-7am	-----1	1:00	1	\$240.00	P-3	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	-----1-					1	\$420.00		0.00			
		(Program: GOOD MORNING TAMPA BAY SU 6A) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 6	WFTS	05/20/24	05/26/24	SU 8-9am News	CM	8-9am	-----1	1:00	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	-----1					1	\$240.00		0.00			
		(Program: GOOD MORNING TAMPA BAY SU 8A) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 7	WFTS	05/20/24	05/23/24	M-F 9-10am News	CM	9-10am	-1-1---	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	-1-1---					2	\$250.00		0.00			
		(Program: ABC ACTION NEWS 9A) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 8	WFTS	05/20/24	05/24/24	ABC Action News at Noon	CM	12-1230pm	1-1-1--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	1-1-1--					3	\$250.00		0.00			
		(Program: ABC ACTION NEWS AT NOON) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 9	WFTS	05/20/24	05/23/24	M-F 3-4pm	CM	3-4pm	-1-1---	:30	2	\$170.00	P-3	0.00	NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	-1-1---					2	\$170.00		0.00			
		(Program: ABC ACTION NEWS 3P) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 10	WFTS	05/20/24	05/24/24	M-F 4-5pm	CM	4-5pm	1-1-1--	:30	3	\$210.00	P-3	0.00	NM	3	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	1-1-1--					3	\$210.00		0.00			
		(Program: ABC ACTION NEWS 4P) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 11	WFTS	05/20/24	05/23/24	M-F 5-530pm News	CM	5-530pm	-1-1---	:30	2	\$425.00	P-3	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	-1-1---					2	\$425.00		0.00			
		(Program: ABC ACTION NEWS 5P) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 12	WFTS	05/20/24	05/24/24	M-F 530-6pm News	CM	530-6pm	11111--	:30	5	\$525.00	P-3	0.00	NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	11111--					5	\$525.00		0.00			
		(Program: ABC ACTION NEWS 530P) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 13	WFTS	05/20/24	05/26/24	M-Su 6-630pm News	CM	6-630pm	1111111	:30	7	\$800.00	P-3	0.00	NM	7	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	1111111					7	\$800.00		0.00			
		(Program: ABC ACTION NEWS 6P M-SU) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 14	WFTS	05/20/24	05/24/24	M-F 7-730pm News	CM	7-730pm	11111--	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	11111--					5	\$700.00		0.00			
		(Program: ABC ACTION NEWS 7P) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 15	WFTS	05/20/24	05/26/24		CM	11-1135pm	1-1-1-1	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/20/24	05/26/24	11111--					5	\$700.00		0.00			

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WFTS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-SU 11-1135pm											
				M-SU 11-1135pm											
				(Program: ABC ACTION NEWS 11P M-SU)											
				2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	1-1-1-1					4	\$500.00		0.00			
N 16	WFTS	05/20/24	05/24/24	M-F 6-7am News	CM	6-7am	1-1-1--	1:00	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
				M-F 6-7am News											
				(Program: GOOD MORNING TAMPA BAY 6A)											
				2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	1-1-1--					3	\$700.00		0.00			
N 17	WFTS	05/20/24	05/24/24	M-F 9-10am News	CM	9-10am	1-1-1--	1:00	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
				M-F 9-10am News											
				(Program: ABC ACTION NEWS 9A)											
				2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	1-1-1--					3	\$500.00		0.00			
N 18	WFTS	05/20/24	05/23/24	ABC Action News at Noon	CM	12-1230pm	-1-1---	1:00	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
				ABC Action News at Noon											
				(Program: ABC ACTION NEWS AT NOON)											
				2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-1-1---					2	\$500.00		0.00			
N 19	WFTS	05/20/24	05/24/24	M-F 3-4pm	CM	3-4pm	1-1-1--	1:00	3	\$340.00	P-3	0.00	NM	3	\$1,020.00
				M-F 3-4pm											
				(Program: ABC ACTION NEWS 3P)											
				2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	1-1-1--					3	\$340.00		0.00			
N 20	WFTS	05/20/24	05/23/24	M-F 4-5pm	CM	4-5pm	-1-1---	1:00	2	\$420.00	P-3	0.00	NM	2	\$840.00
				M-F 4-5pm											
				(Program: ABC ACTION NEWS 4P)											
				2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-1-1---					2	\$420.00		0.00			
N 21	WFTS	05/20/24	05/24/24	M-F 5-530pm News	CM	5-530pm	1-1-1--	1:00	3	\$850.00	P-3	0.00	NM	3	\$2,550.00
				M-F 5-530pm News											
				(Program: ABC ACTION NEWS 5P)											
				2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	1-1-1--					3	\$850.00		0.00			
N 22	WFTS	05/20/24	05/25/24	M-SU 11-1135pm	CM	11-1135pm	-1-1-1-	1:00	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
				M-SU 11-1135pm											
				(Program: ABC ACTION NEWS 11P M-SU)											
				2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/20/24	05/26/24	-1-1-1-					3	\$1,000.00		0.00			
													Totals	59	\$31,455.00