

ORDER



Orders
Order / Rev: 1288464
Alt Order #: WOC14649623
Product Desc: 2024 Primary Election
Estimate: 6931
Flight Dates: 06/24/24 - 06/30/24
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
05/27/24	06/30/24	55	\$27,525.00	\$23,396.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2024	55	\$27,525.00	\$23,396.25	0.00
Totals	55	\$27,525.00	\$23,396.25	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	06/24/24	06/28/24	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	11-11--	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/24/24	06/30/24	11-11--		4		\$350.00		0.00					
N 2	WFTS	06/24/24	06/29/24	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: 06/24/24	06/30/24	-----1-		1		\$220.00		0.00					
N 3	WFTS	06/24/24	06/29/24	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: 06/24/24	06/30/24	-----1-		1		\$420.00		0.00					
N 4	WFTS	06/24/24	06/29/24	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: 6931
WFTS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WFTS	06/24/24	06/30/24	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: 06/24/24	06/30/24	-----1-		1				\$420.00		0.00			
		(Program: GOOD MORNING TAMPA BAY SU 6A) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 6	WFTS	06/24/24	06/30/24	SU 8-9am News	CM	8-9am	-----1	:30	1	\$325.00	P-3	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: 06/24/24	06/30/24	-----1		1				\$240.00		0.00			
		(Program: GOOD MORNING TAMPA BAY SU 8A) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 7	WFTS	06/24/24	06/28/24	M-F 9-10am News	CM	9-10am	1-111--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/24/24	06/30/24	1-111--		4				\$250.00		0.00			
		(Program: ABC ACTION NEWS 9A) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 8	WFTS	06/24/24	06/28/24	ABC Action News at Noon	CM	12-1230pm	11111--	1:00	5	\$500.00	P-3	0.00	NM	5	\$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: 06/24/24	06/30/24	11111--		5				\$500.00		0.00			
		(Program: ABC ACTION NEWS AT NOON) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 9	WFTS	06/24/24	06/28/24	M-F 3-4pm	CM	3-4pm	11111--	1:00	5	\$340.00	P-3	0.00	NM	5	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/24/24	06/30/24	11111--		5				\$340.00		0.00			
		(Program: ABC ACTION NEWS 3P) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 10	WFTS	06/24/24	06/28/24	M-F 4-5pm	CM	4-5pm	11111--	1:00	5	\$420.00	P-3	0.00	NM	5	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/24/24	06/30/24	11111--		5				\$420.00		0.00			
		(Program: ABC ACTION NEWS 4P) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 11	WFTS	06/24/24	06/27/24	M-F 5-530pm News	CM	5-530pm	1111---	:30	4	\$425.00	P-3	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/24/24	06/30/24	1111---		4				\$425.00		0.00			
		(Program: ABC ACTION NEWS 5P) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 12	WFTS	06/24/24	06/28/24	M-F 530-6pm News	CM	530-6pm	-1111--	:30	4	\$525.00	P-3	0.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/24/24	06/30/24	-1111--		4				\$525.00		0.00			
		(Program: ABC ACTION NEWS 530P) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 13	WFTS	06/24/24	06/30/24	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: 06/24/24	06/30/24	1111111		7				\$800.00		0.00			
		(Program: ABC ACTION NEWS 6P M-SU) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 14	WFTS	06/24/24	06/28/24	M-F 7-730pm News	CM	7-730pm	11-11--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/24/24	06/30/24	11-11--		4				\$700.00		0.00			
		(Program: ABC ACTION NEWS 7P) 2Q24 COMSCORE (sell) - TAMPA-ST. PETE (SARASOTA)													
N 15	WFTS	06/24/24	06/30/24		CM	11-1135pm	11-1-11	:30	5	\$500.00	P-3	0.00	NM	5	\$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: 06/24/24	06/30/24	11-1-11		5				\$500.00		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:		06/24/24	06/30/24	11-1-11		5		\$500.00		0.00					
N 16	WFTS	06/24/24	06/25/24	M-F 9-10am News	CM	9-10am	-1-----	1:00	1	\$500.00	P-3	0.00	NM	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:		06/24/24	06/30/24	-1-----		1		\$500.00		0.00					
N 17	WFTS	06/24/24	06/28/24	M-F 11-1135pm News	CM	11-1135pm	--1-1--	1:00	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
				M-F 11-1135pm News											
				(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:		06/24/24	06/30/24	--1-1--		2		\$1,000.00		0.00					
													Totals	55	\$27,525.00