

ORDER



Orders
Order / Rev: 1285641
Alt Order #: WOC14639728
Product Desc: MI-10 Franked
Estimate: 16557
Flight Dates: 05/08/24 - 06/04/24
Original Date / Rev: 05/02/24 / 05/10/24
Order Type: GENERAL

WXYZ
Primary AE: Christopher Murphy
Sales Office: EWSDC
Sales Region: NAT

Agency Name: American Media & Advocacy Group (N)
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

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

Advertiser Name: James/Republican/Congress
Demographic: A35+
Product Codes: Federal Candidate
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: CAND
Priority: P-3

New Business End:
Advertiser External ID: 272082
Agency External ID: 156115
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/01/24	05/31/24	18		
06/01/24	06/04/24	2		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2024	18			29.26
June 2024	2			3.30
Totals	20			32.56

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Murphy			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	WXYZ	05/08/24	06/04/24	M-F 7-9am GMA M-F 7-9am GMA	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	2		P-3	1.63	NM	8	
(Program: GD MRN AMR-ABC) 2Q24 COMSCORE (sell) - DETROIT - ESTIMATE IS BASED ON PAV of Good Morning America on WXYZ airing 65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023, 4/12/2023, 4/13/2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/08/24	05/14/24	MT--F--		2						1.63			
	Week:	05/15/24	05/21/24	MTWTF--		2						1.63			
	Week:	05/22/24	05/28/24	MTWTF--		2						1.63			
	Week:	05/29/24	06/04/24	MTWTF--		2						1.63			
N 2	WXYZ	05/08/24	06/04/24	M-F 7-9am GMA M-F 7-9am GMA	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:30	2		P-3	1.58	NM	8	
(Program: GD MRN AMR-ABC) 2Q24 COMSCORE (sell) - DETROIT - ESTIMATE IS BASED ON PAV of Good Morning America on WXYZ airing 65 times on 3/27/2023, 3/28/2023, 3/29/2023, 3/30/2023, 3/31/2023, 4/3/2023, 4/4/2023, 4/5/2023, 4/6/2023, 4/7/2023, 4/10/2023, 4/11/2023, 4/12/2023, 4/13/2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	05/08/24	05/14/24	MT--F--		2						1.58			
	Week:	05/15/24	05/21/24	MTWTF--		2						1.58			
	Week:	05/22/24	05/28/24	MTWTF--		2						1.58			
	Week:	05/29/24	06/04/24	MTWTF--		2						1.58			
N 3	WXYZ	05/08/24	06/02/24		CM	9:00 AM-10:00 AM	-----S	:30	1		P-3	1.72	NM	4	

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WXYZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				SU 9-10am This Week											
				SU 9-10am This Week											
(Program: THIS WEEK-ABC)															
2Q24 COMSCORE (sell) - DETROIT - ESTIMATE IS BASED ON PAV of This Week with George Stephanopoulos on WXYZ airing 11 times on 4/2/2023, 4/9/2023, 4/16/2023, 4/23/2023, 4/30/2023, 5/7/2023, 5/14/2023, 5/21/2023, 6/4/2023, 6/11/2023 and 6/18/2023															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/08/24	05/14/24	-----S		1						1.72			
Week:		05/15/24	05/21/24	-----S		1						1.72			
Week:		05/22/24	05/28/24	-----S		1						1.72			
Week:		05/29/24	06/04/24	-----S		1						1.72			
													Totals	20	