

ORDER



Grand Rapids WOOD

Orders	Order / Rev:	2619939
	Alt Order #:	27028841
	Product Desc:	MI General
	Estimate:	7615
	Flight Dates:	08/04/20 - 08/10/20
	Original Date / Rev:	07/31/20 / 07/31/20
	Order Type:	REG

Primary AE:	Katz Washington
Sales Office:	K-WAS
Sales Region:	Nat

Agency	Name:	Media Buying and Analytics
	Buying Contact:	
	Billing Contact:	
		2020 Howell Mill Road NW Atlanta, GA 30318-1732

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

Advertiser	Name:	POL/Joe Biden/President/US/Dem
	Demographic:	A35+
	Product Codes:	PL10
	Revenue Code 1:	AGY
	Revenue Code 2:	POL
	Revenue Code 3:	POL-CAND
	Priority:	P3

Order Brand:	
New Business Thru:	
Advertiser External ID:	
Agency External ID:	
Unit Code:	General
Order Separation:	00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/27/20	08/30/20	35	\$17,500.00	\$14,875.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2020	35	\$17,500.00	\$14,875.00	0.00
Totals	35	\$17,500.00	\$14,875.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
Grand Rapids WOOD	30%	\$17,500.00
Market	100%	\$58,333.33

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	70%	\$40,833.33
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	0%	\$0.00
WXMI	0%	\$0.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	08/05/20	08/05/20	WOOD News @ 430am	CM	430-5a	--W----	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
				WOOD News @ 430am											
				News 8 Daybreak At 430A											

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 Product Desc: MI General
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Grand Rapids WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/03/20		08/03/20	08/09/20	--W----			1		\$150.00		0.00				
N 2	WOOD	08/06/20	08/06/20	WOOD News @430am WOOD News @ 430am	CM	430-5a	---T---	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		News 8 Daybreak At 430A													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/03/20		08/03/20	08/09/20	---T---			1		\$150.00		0.00				
N 3	WOOD	08/04/20	08/04/20	Today Show M-F Today Show	CM	658-9a	-T-----	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
		Today Show-NBC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/03/20		08/03/20	08/09/20	-T-----			1		\$800.00		0.00				
N 4	WOOD	08/05/20	08/05/20	Today Show M-F Today Show	CM	658-9a	--W----	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
		Today Show-NBC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/03/20		08/03/20	08/09/20	--W----			1		\$800.00		0.00				
N 5	WOOD	08/08/20	08/08/20	Daybreak Sat @5am Daybreak Sat @5am	CM	Sa 5a-6a	-----S-	:30	1	\$200.00	P3	0.00	NM	1	\$200.00
		News 8 Daybreak Saturday 5AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/03/20		08/03/20	08/09/20	-----S-			1		\$200.00		0.00				
N 6	WOOD	08/08/20	08/08/20	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----S-	:30	1	\$475.00	P3	0.00	NM	1	\$475.00
		News 8 Daybreak Saturday 7AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/03/20		08/03/20	08/09/20	-----S-			1		\$475.00		0.00				
N 7	WOOD	08/08/20	08/08/20	Today Show Sa Today Show Saturday	CM	758-10a	-----S-	:30	1	\$475.00	P3	0.00	NM	1	\$475.00
		Saturday Today													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/03/20		08/03/20	08/09/20	-----S-			1		\$475.00		0.00				
N 8	WOOD	08/09/20	08/09/20	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----S	:30	1	\$475.00	P3	0.00	NM	1	\$475.00
		News 8 Daybreak Sunday 7AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/03/20		08/03/20	08/09/20	-----S			1		\$475.00		0.00				
N 9	WOOD	08/09/20	08/09/20	Today Show Su Today Show Sunday	CM	758-9a	-----S	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		Sunday Today													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/03/20		08/03/20	08/09/20	-----S			1		\$500.00		0.00				
N 10	WOOD	08/09/20	08/09/20	Su 10-11a To The Point	CM	1001-1030a (10:00 AM-10:30 AM)	-----S	:30	1	\$200.00	P3	0.00	NM	1	\$200.00
		To The Point													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/03/20		08/03/20	08/09/20	-----S			1		\$200.00		0.00				
N 11	WOOD	08/04/20	08/04/20	Today Show III Today Show 3	CM	10-11a	-T-----	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
		Today with Hoda & Jenna-NBC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/03/20		08/03/20	08/09/20	-T-----			1		\$250.00		0.00				
N 12	WOOD	08/07/20	08/07/20	Today Show III Today Show 3	CM	10-11a	----F--	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
		Today with Hoda & Jenna-NBC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/03/20		08/03/20	08/09/20	----F--			1		\$250.00		0.00				
N 13	WOOD	08/05/20	08/05/20	M-F 11a-12p eightWest	CM	11a-12p	--W----	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		Eightwest													
		<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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/03/20		08/03/20	08/09/20	--W----		1				\$150.00		0.00			
N 14	WOOD	08/06/20	08/06/20	M-F 11a-12p eightWest	CM	11a-12p	---T---	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		Eightwest													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/03/20		08/03/20	08/09/20	---T---		1				\$150.00		0.00			
N 15	WOOD	08/10/20	08/10/20	M-F 11a-12p eightWest	CM	11a-12p	M-----	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		Eightwest													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/10/20		08/10/20	08/16/20	M-----		1				\$150.00		0.00			
N 16	WOOD	08/04/20	08/04/20	Noon News News 8 @ Noon	CM	12-1230p (12:00 PM-12:30 PM)	-T-----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		News 8 At Noon													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/03/20		08/03/20	08/09/20	-T-----		1				\$400.00		0.00			
N 17	WOOD	08/07/20	08/07/20	Noon News News 8 @ Noon	CM	12-1230p (12:00 PM-12:30 PM)	----F--	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		News 8 At Noon													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/03/20		08/03/20	08/09/20	----F--		1				\$400.00		0.00			
N 18	WOOD	08/05/20	08/05/20	Noon News News 8 @ Noon	CM	1230-1p (12:30 PM-1:00 PM)	--W----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		News 8 At Noon													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/03/20		08/03/20	08/09/20	--W----		1				\$400.00		0.00			
N 19	WOOD	08/06/20	08/06/20	Noon News News 8 @ Noon	CM	1230-1p (12:30 PM-1:00 PM)	---T---	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		News 8 At Noon													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/03/20		08/03/20	08/09/20	---T---		1				\$400.00		0.00			
N 20	WOOD	08/10/20	08/10/20	Noon News News 8 @ Noon	CM	1230-1p (12:30 PM-1:00 PM)	M-----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		News 8 At Noon													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/10/20		08/10/20	08/16/20	M-----		1				\$400.00		0.00			
N 21	WOOD	08/04/20	08/04/20	M-F 3-4p M-F 3-4p	CM	3-4p	-T-----	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		Dr. Oz													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/03/20		08/03/20	08/09/20	-T-----		1				\$150.00		0.00			
N 22	WOOD	08/05/20	08/05/20	M-F 3-4p M-F 3-4p	CM	3-4p	--W----	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		Dr. Oz													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/03/20		08/03/20	08/09/20	--W----		1				\$150.00		0.00			
N 23	WOOD	08/10/20	08/10/20	M-F 3-4p M-F 3-4p	CM	3-4p	M-----	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		Dr. Oz													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/10/20		08/10/20	08/16/20	M-----		1				\$150.00		0.00			
N 24	WOOD	08/06/20	08/06/20	M-F 4-5p M-F 4-5p	CM	4-5p	---T---	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		Ellen													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/03/20		08/03/20	08/09/20	---T---		1				\$400.00		0.00			
N 25	WOOD	08/07/20	08/07/20	M-F 5p News M-F News 8 @ 5p	CM	5-530p	----F--	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
		News 8 At 5PM													
		<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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/03/20	08/09/20	----F--		1				\$800.00		0.00			
N26	WOOD	08/04/20	08/04/20	M-F 530p News M-F News 8 @ 530p	CM	530-6p	-T-----	:30	1	\$825.00	P3	0.00	NM	1	\$825.00
		News 8 At 530PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/03/20	08/09/20	-T-----		1				\$825.00		0.00			
N27	WOOD	08/07/20	08/07/20	M-F 530p News M-F News 8 @ 530p	CM	530-6p	----F--	:30	1	\$825.00	P3	0.00	NM	1	\$825.00
		News 8 At 530PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/03/20	08/09/20	----F--		1				\$825.00		0.00			
N28	WOOD	08/10/20	08/10/20	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-----	:30	1	\$825.00	P3	0.00	NM	1	\$825.00
		News 8 At 530PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/10/20	08/16/20	M-----		1				\$825.00		0.00			
N29	WOOD	08/05/20	08/05/20	M-F 6p News M-F News 8 @ 6p	CM	6-630p	--W----	:30	1	\$1,100.00	P3	0.00	NM	1	\$1,100.00
		News 8 At 6PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/03/20	08/09/20	--W----		1				\$1,100.00		0.00			
N30	WOOD	08/06/20	08/06/20	M-F 6p News M-F News 8 @ 6p	CM	6-630p	---T---	:30	1	\$1,100.00	P3	0.00	NM	1	\$1,100.00
		News 8 At 6PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/03/20	08/09/20	---T---		1				\$1,100.00		0.00			
N31	WOOD	08/07/20	08/07/20	The 7 on 8 The 7 on 8	CM	M-F 7p-730p	----F--	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
		The 7 On 8													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/03/20	08/09/20	----F--		1				\$800.00		0.00			
N32	WOOD	08/10/20	08/10/20	M-F 730-8p M-F 730-8p	CM	730-8p	M-----	:30	1	\$800.00	P3	0.00	NM	1	\$800.00
		Inside Edition													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/10/20	08/16/20	M-----		1				\$800.00		0.00			
N33	WOOD	08/04/20	08/04/20	LN M-F M-F News 8 @ 11	CM	11-1135p	-T-----	:30	1	\$850.00	P3	0.00	NM	1	\$850.00
		News 8 At 11PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/03/20	08/09/20	-T-----		1				\$850.00		0.00			
N34	WOOD	08/07/20	08/07/20	LN M-F M-F News 8 @ 11	CM	11-1135p	----F--	:30	1	\$850.00	P3	0.00	NM	1	\$850.00
		News 8 At 11PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/03/20	08/09/20	----F--		1				\$850.00		0.00			
N35	WOOD	08/08/20	08/08/20	LN Sa Saturday News 8 @ 11	CM	11-1130p	-----S-	:30	1	\$700.00	P3	0.00	NM	1	\$700.00
		News 8 At 11PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/03/20	08/09/20	-----S-		1				\$700.00		0.00			
													Totals	35	\$17,500.00