

# ORDER



**Orders**  
**Order / Rev:** 1288981  
**Alt Order #:** WOC14651630  
**Product Desc:** AB PAC  
**Estimate:** 6764  
**Flight Dates:** 05/20/24 - 06/02/24  
**Original Date / Rev:** 05/15/24 / 05/16/24  
**Order Type:** GENERAL

**WSYM**

**Primary AE:** Joshua Reiter  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** Amplify Media  
**Buying Contact:**  
**Billing Contact:** Amplify Media AP  
 PO Box 6  
 Franklin, IL 60131

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

**Advertiser Name:** AB PAC  
**Demographic:** A35+  
**Product Codes:** Non-Ballot Issue  
**Revenue Code 1:** DISC  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS  
**Priority:** P-1

**New Business End:**  
**Advertiser External ID:** 261167  
**Agency External ID:** 101368  
**Unit Code:** General  
**Order Separation:** 00:10:00

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 04/29/24   | 05/26/24 | 6       | \$9,120.00   | \$7,752.00 |
| 05/27/24   | 05/31/24 | 7       | \$5,820.00   | \$4,947.00 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| May 2024      | 6         | \$9,120.00         | \$7,752.00         | 0.00        |
| June 2024     | 7         | \$5,820.00         | \$4,947.00         | 0.00        |
| <b>Totals</b> | <b>13</b> | <b>\$14,940.00</b> | <b>\$12,699.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joshua Reiter     | 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 | WSYM | 05/27/24          | 05/31/24        | M-F 530pm News<br>M-F 530-6pm News<br>(Program: FOX 47 NEWS AT 530P)<br>2Q24 COMSCORE (sell) - LANSING - ESTIMATE IS BASED ON PAV of FOX 47 News at 5:30p on WSYM airing 64 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 | CM    | 530-6p            | MTWTF-- | 1:00        | 2     | \$840.00      | P-1 | 0.00 | NM   | 2     | \$1,680.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |            |
|     |      | Week: 05/27/24    | 06/02/24        | MTWTF--  |       | 2                 |         | \$840.00    |       | 0.00          |     |      |      |       |            |
| N 2 | WSYM | 05/27/24          | 05/31/24        | M-F 630-7pm<br>M-F 630-7pm<br>(Program: BIG BANG THEORY 630P)<br>2Q24 COMSCORE (sell) - LANSING - ESTIMATE IS BASED ON PAV of Young Sheldon on WSYM airing 53 times on 4/10/2023, 4/11/2023, 4/12/2023, 4/13/2023, 4/14/2023, 4/17/2023, 4/18/2023, 4/19/2023, 4/21/2023, 4/24/2023, 4/25/2023, 4/26/2023, 4/27/2023, 4/28/2023,         | CM    | 630-7p            | MTWTF-- | 1:00        | 1     | \$840.00      | P-1 | 0.00 | NM   | 1     | \$840.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |            |
|     |      | Week: 05/27/24    | 06/02/24        | MTWTF--  |       | 1                 |         | \$840.00    |       | 0.00          |     |      |      |       |            |
| N 3 | WSYM | 05/27/24          | 05/31/24        | M-F 730-8pm<br>M-F 730-8pm<br>(Program: BIG BANG THEORY 730P)<br>2Q24 COMSCORE (sell) - LANSING - ESTIMATE IS BASED ON PAV of The Big Bang Theory on WSYM airing 64 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         | CM    | 730-8pm           | MTWTF-- | 1:00        | 2     | \$990.00      | P-1 | 0.00 | NM   | 2     | \$1,980.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |       |            |

Order / Rev: 1288981  
 Alt Order #: WOC14651630  
 Flight Dates: 05/20/24 - 06/02/24

Advertiser: AB PAC  
 Product Desc: AB PAC  
 Estimate: 6764  
**WSYM**

| Ln   | Ch   | Start             | End             | Inventory Code  | Break | Start/End Time   | Days              | Len  | Spots | Rate        | Pri | Rtg  | Type          | Spots | Amount      |
|--|------|-------------------|-----------------|-----------------|-------|------------------|-------------------|------|-------|-------------|-----|------|---------------|-------|-------------|
| N 4  | WSYM | 05/20/24          | 05/22/24        | WE Prime A      | CM    | 8-9p             | --W----           | 1:00 | 1     | \$4,950.00  | P-1 | 0.00 | NM            | 1     | \$4,950.00  |
| (Program: MASKED SINGER FINALE)<br>2Q24 COMSCORE (sell) - LANSING - ESTIMATE IS BASED ON PAV of The Masked Singer on WSYM airing 24 times on<br>9/21/2022, 9/28/2022, 10/5/2022, 10/19/2022, 10/26/2022, 11/9/2022, 11/16/2022, 11/23/2022, 11/30/2022, 12/7/2022, 2/15/2023,<br>2/22/2023, 3/1/2023, 3/   |      |                   |                 |                 |       |                  |                   |      |       |             |     |      |               |       |             |
|  |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                  | <u>Spots/Week</u> |      |       | <u>Rate</u> |     |      | <u>Rating</u> |       |             |
| Week:  |      | 05/27/24          | 06/02/24        | MTWTF--         |       |                  | 2                 |      |       | \$990.00    |     |      | 0.00          |       |             |
| N 5  | WSYM | 05/27/24          | 05/31/24        | M-F 11p News    | CM    | M-F 11-1130p Nev | MTWTF--           | 1:00 | 2     | \$660.00    | P-1 | 0.00 | NM            | 2     | \$1,320.00  |
| (Program: FOX 47 NEWS AT 11P M-F)<br>2Q24 COMSCORE (sell) - LANSING - ESTIMATE IS BASED ON PAV of FOX 47 News at 11p on WSYM airing 64 times on<br>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,<br>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:  |      | 05/27/24          | 06/02/24        | --W----         |       |                  | 1                 |      |       | \$4,950.00  |     |      | 0.00          |       |             |
| N 6  | WSYM | 05/20/24          | 05/24/24        | M-F 530pm News  | CM    | 530-6p           | -TWTF--           | 1:00 | 2     | \$840.00    | P-1 | 0.00 | NM            | 2     | \$1,680.00  |
| (Program: FOX 47 NEWS AT 530P)<br>2Q24 COMSCORE (sell) - LANSING - ESTIMATE IS BASED ON PAV of FOX 47 News at 5:30p on WSYM airing 64 times on<br>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,<br>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:  |      | 05/20/24          | 05/26/24        | -TWTF--         |       |                  | 2                 |      |       | \$840.00    |     |      | 0.00          |       |             |
| N 7  | WSYM | 05/20/24          | 05/24/24        | M-F 630-7pm     | CM    | 630-7p           | -TWTF--           | 1:00 | 1     | \$840.00    | P-1 | 0.00 | NM            | 1     | \$840.00    |
| (Program: BIG BANG THEORY 630P)<br>2Q24 COMSCORE (sell) - LANSING - ESTIMATE IS BASED ON PAV of Young Sheldon on WSYM airing 53 times on 4/10/2023,<br>4/11/2023, 4/12/2023, 4/13/2023, 4/14/2023, 4/17/2023, 4/18/2023, 4/19/2023, 4/21/2023, 4/24/2023, 4/25/2023, 4/26/2023,<br>4/27/2023, 4/28/2023,   |      |                   |                 |                 |       |                  |                   |      |       |             |     |      |               |       |             |
|  |      | <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        | -TWTF--         |       |                  | 1                 |      |       | \$840.00    |     |      | 0.00          |       |             |
| N 8  | WSYM | 05/20/24          | 05/24/24        | M-F 730-8pm     | CM    | 730-8pm          | -TWTF--           | 1:00 | 1     | \$990.00    | P-1 | 0.00 | NM            | 1     | \$990.00    |
| (Program: BIG BANG THEORY 730P)<br>2Q24 COMSCORE (sell) - LANSING - ESTIMATE IS BASED ON PAV of The Big Bang Theory on WSYM airing 64 times on<br>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,<br>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:  |      | 05/20/24          | 05/26/24        | -TWTF--         |       |                  | 1                 |      |       | \$990.00    |     |      | 0.00          |       |             |
| N 9  | WSYM | 05/20/24          | 05/24/24        | M-F 11p News    | CM    | M-F 11-1130pm    | -TWTF--           | 1:00 | 1     | \$660.00    | P-1 | 0.00 | NM            | 1     | \$660.00    |
| (Program: FOX 47 NEWS AT 11P M-F)<br>2Q24 COMSCORE (sell) - LANSING - ESTIMATE IS BASED ON PAV of FOX 47 News at 11p on WSYM airing 64 times on<br>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,<br>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:  |      | 05/20/24          | 05/26/24        | -TWTF--         |       |                  | 1                 |      |       | \$660.00    |     |      | 0.00          |       |             |
|  |      |                   |                 |                 |       |                  |                   |      |       |             |     |      | Totals        | 13    | \$14,940.00 |