

# WOC12137803 [00.00]

## Order Printout

1297237

Order Status: New      Start/End Dates: 08/09/19 - 08/12/19      C/P/E: 702 / 1334 / 11203  
 Traffic #:      Agency: American Media & Advocacy Group      Product Desc.: TRFG  
 Buyer Order #: 8767955      Advertiser: Tate Reeves for Governor      Estimate Desc.: TV Aug 9 - 12  
 AE: Unassigned (Cindy Smith)      Buyer:      Total Cost: \$7,600.00 (Cash)  
 Property: WDAM TV      Primary Demo: Adults 35+ (RTG)      Received Date: 8/08/19 7:11 AM  
 Sales Region: Local

Comments:  
 Separation: 30

List Items										Spots										Totals		Adults 35+			
Line	Program	ST	Len	Time	Days	FSSMTWT	Rate	Aug 9									Total Spots	Total Cost	RTG	GRP	CPP				
1	NW7 TODAY ERLY<	NM	:30	5:30 AM-6:00 AM	F-----		90.00	1									1	90.00	4.30	4.30	20.93				
(Program: NW7 TODAY ERLY<L3)																									
1	NW7 TODAY ERLY<	NM	:30	5:30 AM-6:00 AM	---M---		90.00	1									1	90.00	4.30	4.30	20.93				
(Program: NW7 TODAY ERLY<L3)																									
2	NEWS 7 TODAY	NM	:30	6:00 AM-7:00 AM	F-----		195.00	2									2	390.00	6.50	13.00	30.00				
(Program: NEWS 7 TODAY)L3																									
2	NEWS 7 TODAY	NM	:30	6:00 AM-7:00 AM	---M---		195.00	2									2	390.00	6.50	13.00	30.00				
(Program: NEWS 7 TODAY)L3																									
3	TODAY SHW<	NM	:30	7:00 AM-9:00 AM	F-----		125.00	1									1	125.00	5.10	5.10	24.51				
(Program: TODAY SHW<L3)																									
3	TODAY SHW<	NM	:30	7:00 AM-9:00 AM	---M---		125.00	1									1	125.00	5.10	5.10	24.51				
(Program: TODAY SHW<L3)																									
4	SATURDAY TODAY	NM	:30	7:00 AM-9:00 AM	-S-----		35.00	1									1	35.00	2.20	2.20	15.91				
(Program: SATURDAY TODAY)L3																									
5	SUN TODAY-ABC	NM	:30	8:00 AM-9:00 AM	--S----		35.00	1									1	35.00	2.39	2.39	14.64				
(Program: SUN TODAY-ABC)L3																									
6	MEET PRESS-SUN	NM	:30	9:00 AM-10:00 AM	--S----		35.00	1									1	35.00	2.50	2.50	14.00				
(Program: MEET PRESS-SUN)L3																									
7	MIDDAY<	NM	:30	12:00 PM-12:30 PM	F-----		110.00	1									1	110.00	5.10	5.10	21.57				
(Program: MIDDAY<L3)																									
7	MIDDAY<	NM	:30	12:00 PM-12:30 PM	---M---		110.00	1									1	110.00	5.10	5.10	21.57				
(Program: MIDDAY<L3)																									

List Items							Spots										Totals			Adults 35+						
Line	Program	ST	Len	Time	Days	FSSMTWT	Rate	Aug 9										Total Spots	Total Cost	RTG	GRP	CPP				
8	JEOPARDY	NM	:30	4:30 PM-5:00 PM	F-----		90.00	1										1	90.00	6.60	6.60	13.64				
(Program: JEOPARDY)L3																										
8	JEOPARDY	NM	:30	4:30 PM-5:00 PM	---M---		90.00	1										1	90.00	6.60	6.60	13.64				
(Program: JEOPARDY)L3																										
9	LIVE AT FIVE	NM	:30	5:00 PM-5:30 PM	F-----		260.00	1										1	260.00	11.10	11.10	23.42				
(Program: LIVE AT FIVE)L3																										
9	LIVE AT FIVE	NM	:30	5:00 PM-5:30 PM	---M---		260.00	1										1	260.00	11.10	11.10	23.42				
(Program: LIVE AT FIVE)L3																										
10	NEWS 7 AT 6	NM	:30	6:00 PM-6:30 PM	F-----		450.00	1										1	450.00	14.10	14.10	31.91				
(Program: NEWS 7 AT 6)L3																										
10	NEWS 7 AT 6	NM	:30	6:00 PM-6:30 PM	---M---		450.00	1										1	450.00	14.10	14.10	31.91				
(Program: NEWS 7 AT 6)L3																										
11	NEWS 7 AT 6	NM	:30	6:00 PM-6:30 PM	-S-----		150.00	1										1	150.00	6.70	6.70	22.39				
(Program: NEWS 7 AT 6)L3																										
12	NEWS 5P SUN	NM	:30	5:00 PM-5:30 PM	-S-----		65.00	1										1	65.00	5.00	5.00	13.00				
(Program: NEWS 5P SUN)L3																										
13	WHEEL-FORTNE	NM	:30	6:30 PM-7:00 PM	F-----		300.00	1										1	300.00	10.70	10.70	28.04				
(Program: WHEEL-FORTNE)L3																										
13	WHEEL-FORTNE	NM	:30	6:30 PM-7:00 PM	---M---		300.00	1										1	300.00	10.70	10.70	28.04				
(Program: WHEEL-FORTNE)L3																										
14	WHEEL-FORTNE W	NM	:30	6:30 PM-7:00 PM	-S-----		105.00	1										1	105.00	4.20	4.20	25.00				
(Program: WHEEL-FORTNE W)L3																										
15	AMRN NINJA	NM	:30	7:00 PM-9:00 PM	---M---		525.00	1										1	525.00	6.00	6.00	87.50				
(Program: AMRN NINJA)L3																										
16	DATELINE	NM	:30	9:00 PM-10:00 PM	---M---		375.00	1										1	375.00	5.00	5.00	75.00				
(Program: DATELINE)L3																										
17	DATELINE FR-NBC	NM	:30	9:00 PM-10:00 PM	F-----		265.00	1										1	265.00	3.90	3.90	67.95				
(Program: DATELINE FR-NBC)L3																										
18	AGT	NM	:30	7:00 PM-8:00 PM	-S-----		110.00	1										1	110.00	2.70	2.70	40.74				
(Program: AGT)L3																										
19	DATELINE	NM	:30	8:00 PM-10:00 PM	-S-----		110.00	1										1	110.00	2.90	2.90	37.93				
(Program: DATELINE)L3																										
20	HLLYWOOD GM NITE	NM	:30	6:00 PM-7:00 PM	-S-----		225.00	1										1	225.00	3.80	3.80	59.21				
(Program: HLLYWOOD GM NITE)L3																										
21	NWS 7 NIGHTBEAT<	NM	:30	10:00 PM-10:35 PM	F-----		450.00	1										1	450.00	7.90	7.90	56.96				
(Program: NWS 7 NIGHTBEAT<)L3																										
21	NWS 7 NIGHTBEAT<	NM	:30	10:00 PM-10:35 PM	---M---		450.00	1										1	450.00	7.90	7.90	56.96				
(Program: NWS 7 NIGHTBEAT<)L3																										
22	NWS 7 WKND ED	NM	:30	10:00 PM-10:30 PM	-S-----		300.00	1										1	300.00	6.00	6.00	50.00				
(Program: NWS 7 WKND ED)L3																										
23	NWS 7 WKND ED	NM	:30	10:00 PM-10:30 PM	-S-----		300.00	1										1	300.00	7.00	7.00	42.86				
(Program: NWS 7 WKND ED)L3																										

List Items					Spots										Totals			Adults 35+		
Line	Program	ST	Len	Time	Days	Rate	Aug 9									Total Spots	Total Cost	RTG	GRP	CPP
24	NEWS@10:30 SUN	NM	:30	10:30 PM-11:00 PM	FSSMTWT	225.00	1									1	225.00	5.00	5.00	45.00
(Program: NEWS@10:30 SUN)L3					--S---															
25	TONITE SHW-NBC	NM	:30	10:35 PM-11:37 PM	F-----	105.00	1									1	105.00	3.40	3.40	30.88
(Program: TONITE SHW-NBC)L3																				
25	TONITE SHW-NBC	NM	:30	10:35 PM-11:37 PM	--M---	105.00	1									1	105.00	3.40	3.40	30.88
(Program: TONITE SHW-NBC)L3																				
Spot Totals:							37									37				
Adults 35+ GRP:							227.89										\$7,600.00		227.89	

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
August	37	\$7,600.00	227.89				

**ORDER**

**Orders**  
**Order / Rev:** 1297237  
**Alt Order #:** WOC12137803  
**Product Desc:** TRFG  
**Estimate:** 11203  
**Flight Dates:** 08/10/19 - 08/13/19  
**Original Date / Rev:** 08/09/19 / 08/09/19  
**Order Type:** NORMAL

incl mg

**WDAM**  
**Primary AE:** Cindy Smith  
**Sales Office:** PIB-N  
**Sales Region:** National

**Agency**  
**Name:** American Media and Advocacy Grp  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

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

**Advertiser**  
**Name:** Tate Reeves for Governor  
**Demographic:** A35+  
**Product Codes:** Candidate - State - Governor  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND

**New Business Thru:**  
**Advertiser External ID:** 165185  
**Agency External ID:** 6930  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/29/19	08/13/19	38	\$7,600.00	\$6,460.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2019	38	\$7,600.00	\$6,460.00	231.79
<b>Totals</b>	<b>38</b>	<b>\$7,600.00</b>	<b>\$6,460.00</b>	<b>231.79</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Cindy Smith			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	WDAM	08/12/19	08/13/19	M-F 530a News M-F 530a News	CM	5:30 AM-6:00 AM	11-----	:30	2	\$90.00	P-03	4.30	NM	2	\$180.00
(Program: NW7 TODAY ERLY<)L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/09/19	08/15/19	11-----			2			\$90.00		4.30			
N 2	WDAM	08/12/19	08/13/19	M-F 6a News M-F 6a News	CM	6:00 AM-7:00 AM	22-----	:30	4	\$195.00	P-03	6.50	NM	4	\$780.00
(Program: NEWS 7 TODAY)L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/09/19	08/15/19	22-----			4			\$195.00		6.50			
N 3	WDAM	08/12/19	08/13/19	NBC Today Show NBC Today Show	CM	7:00 AM-9:00 AM	11-----	:30	2	\$125.00	P-03	5.10	NM	2	\$250.00
(Program: TODAY SHW<)L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/09/19	08/15/19	11-----			2			\$125.00		5.10			
N 4	WDAM	08/10/19	08/10/19	NBC Sa Today NBC Sa Today	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	-----1-	:30	1	\$35.00	P-03	2.20	NM	1	\$35.00
(Program: SATURDAY TODAY)L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/05/19	08/11/19	-----1-			1			\$35.00		2.20			
N 5	WDAM	08/11/19	08/11/19	NBC Su Today NBC Su Today	CM	8:00 AM-9:00 AM	-----1	:30	1	\$35.00	P-03	2.39	NM	1	\$35.00



Order / Rev: 1297237  
 Alt Order #: WOC12137803  
 Flight Dates: 08/10/19 - 08/13/19

Advertiser: Tate Reeves for Governor  
 Product Desc: TRFG  
 Estimate: 11203

WDAM

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:		08/05/19	08/11/19	----1--			1		\$265.00	3.90					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	VDAM	08/05/19-08/11/19		NBC Friday Prime Hr 3		9:00 PM-10:00 PM	-----F----	:30		<del>(\$265.00)</del>		3.90	NM		
See MG 17.2,17.3															
[Wrong Inventory Code - Friday 7-10p is SS NFL PS Game. pm]															
2	VDAM	08/11/19-08/11/19		Sun 11-1130p		Sun 11-1130p	-----Su	:30		\$65.00		3.90	NM		
Ⓜ MG for 17.1 08/09															
3	VDAM	08/13/19-08/13/19		NBC Tuesday Prime Hr 3		Tu 9-10p	-T-----	:30		\$200.00		3.90	NM		
Ⓜ MG for 17.1 08/09															
N 18	WDAM	08/10/19	08/10/19	NBC Saturday Prime Hr CM		7:00 PM-8:00 PM	-----1-	:30	1	\$110.00	P-03	2.70	NM	1	\$110.00
(Program: AGT)L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/05/19	08/11/19	-----1-			1		\$110.00	2.70					
N 19	WDAM	08/10/19	08/10/19	NBC Saturday Prime 2 CM		8:00 PM-10:00 PM	-----1-	:30	1	\$110.00	P-03	2.90	NM	1	\$110.00
(Program: DATELINE)L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/05/19	08/11/19	-----1-			1		\$110.00	2.90					
N 20	WDAM	08/11/19	08/11/19	NBC Sunday Prime Hr 1 CM		6:00 PM-7:00 PM	-----1	:30	1	\$225.00	P-03	3.80	NM	1	\$225.00
(Program: HOLLYWOOD GM NITE)L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/05/19	08/11/19	-----1			1		\$225.00	3.80					
N 21	WDAM	08/12/19	08/13/19	M-F 10p News	CM	10:00 PM-10:35 PM	11-----	:30	2	\$450.00	P-03	7.90	NM	2	\$900.00
(Program: NWS 7 NGHTBEAT<)L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/09/19	08/15/19	11-----			2		\$450.00	7.90					
N 22	WDAM	08/10/19	08/10/19	Sat 10p News	CM	10:00 PM-10:30 PM	PI-----1-	:30	1	\$300.00	P-03	6.00	NM	1	\$300.00
(Program: NWS 7 WKND ED)L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/05/19	08/11/19	-----1-			1		\$300.00	6.00					
N 23	WDAM	08/11/19	08/11/19	Sun 10p News	CM	10:00 PM-10:30 PM	PI-----1	:30	1	\$300.00	P-03	7.00	NM	1	\$300.00
(Program: NWS 7 WKND ED)L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/05/19	08/11/19	-----1			1		\$300.00	7.00					
N 24	WDAM	08/11/19	08/11/19	Sun 1030p News	CM	10:30 PM-11:00 PM	PI-----1	:30	1	\$225.00	P-03	5.00	NM	1	\$225.00
(Program: NEWS@10:30 SUN)L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/05/19	08/11/19	-----1			1		\$225.00	5.00					
N 25	WDAM	08/12/19	08/13/19	NBC The Tonight Show	CM	10:35 PM-11:37 PM	PI11-----	:30	2	\$105.00	P-03	3.40	NM	2	\$210.00
(Program: TONITE SHW-NBC)L3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		08/09/19	08/15/19	11-----			2		\$105.00	3.40					
Totals														38	\$7,600.00