

ORDER



Orders
Order / Rev: 1260565
Alt Order #: WOC14513594
Product Desc: SPM-VAPTA-US
Estimate: 12097
Flight Dates: 02/29/24 - 03/08/24
Original Date / Rev: 02/28/24 / 02/28/24
Order Type: GENERAL

WTXL
Primary AE: Matt Piselli
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Optima Media
Buying Contact:
Billing Contact:
 14006 Foxland Road
 Phoenix, MD 21131 - 1805

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

Advertiser Name: Vapor Technology Association
Demographic: A35+
Product Codes: Non-Ballot Issue
Revenue Code 1: DISC
Revenue Code 2: POL
Revenue Code 3: ISS
Priority: DEF

New Business End:
Advertiser External ID: 259053
Agency External ID: 116806
Unit Code: General
Order Separation: 00:20:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/08/24	41	\$5,820.00	\$4,947.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	41	\$5,820.00	\$4,947.00	66.24
Totals	41	\$5,820.00	\$4,947.00	66.24

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matt Piselli			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	WTXL	02/29/24	03/08/24	M-F 7-9am GMA M-F 7-9am GMA	CM	7-9am	11111--	:30	5	\$140.00	P-2	1.66	NM	7	\$980.00																		
(Program: GOOD MORNING AMERICA) 1Q24 COMSCORE (sell) - TALLAHASSEE-THOMASVILLE - 1Q23 average of GMA 7-9a <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 02/29/24</td> <td>03/06/24</td> <td>11111--</td> <td>5</td> <td>\$140.00</td> <td>1.66</td> </tr> <tr> <td>Week: 03/07/24</td> <td>03/13/24</td> <td>---11--</td> <td>2</td> <td>\$140.00</td> <td>1.66</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 02/29/24	03/06/24	11111--	5	\$140.00	1.66	Week: 03/07/24	03/13/24	---11--	2	\$140.00	1.66
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																												
Week: 02/29/24	03/06/24	11111--	5	\$140.00	1.66																												
Week: 03/07/24	03/13/24	---11--	2	\$140.00	1.66																												
N 2	WTXL	02/29/24	03/08/24	M-F News at 5pm M-F News at 5pm	CM	5-530pm	11111--	:30	5	\$105.00	P-3	1.39	NM	7	\$735.00																		
(Program: ABC 27 NEWS AT 5P) 1Q24 COMSCORE (sell) - TALLAHASSEE-THOMASVILLE - 1Q23 average of ABC 27 News Mo-Fr 5p <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 02/29/24</td> <td>03/06/24</td> <td>11111--</td> <td>5</td> <td>\$105.00</td> <td>1.39</td> </tr> <tr> <td>Week: 03/07/24</td> <td>03/13/24</td> <td>---11--</td> <td>2</td> <td>\$105.00</td> <td>1.39</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 02/29/24	03/06/24	11111--	5	\$105.00	1.39	Week: 03/07/24	03/13/24	---11--	2	\$105.00	1.39
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																												
Week: 02/29/24	03/06/24	11111--	5	\$105.00	1.39																												
Week: 03/07/24	03/13/24	---11--	2	\$105.00	1.39																												
N 3	WTXL	02/29/24	03/08/24	M-F News at 530pm M-F News at 530pm	CM	530-6pm	11111--	:30	5	\$140.00	P-2	1.53	NM	7	\$980.00																		
(Program: ABC 27 NEWS AT 530P) 1Q24 COMSCORE (sell) - TALLAHASSEE-THOMASVILLE - 1Q23 average of ABC 27 News Mo-Fr 5:30p <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 02/29/24</td> <td>03/06/24</td> <td>11111--</td> <td>5</td> <td>\$140.00</td> <td>1.53</td> </tr> <tr> <td>Week: 03/07/24</td> <td>03/13/24</td> <td>---11--</td> <td>2</td> <td>\$140.00</td> <td>1.53</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 02/29/24	03/06/24	11111--	5	\$140.00	1.53	Week: 03/07/24	03/13/24	---11--	2	\$140.00	1.53
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																												
Week: 02/29/24	03/06/24	11111--	5	\$140.00	1.53																												
Week: 03/07/24	03/13/24	---11--	2	\$140.00	1.53																												
N 4	WTXL	02/29/24	03/08/24	M-F News at 6pm M-F News at 6pm	CM	6-630pm	11111--	:30	5	\$165.00	P-3	1.97	NM	7	\$1,155.00																		

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 Estimate: 12097
WTXL

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
(Program: ABC 27 NEWS AT 6P)															
1Q24 COMSCORE (sell) - TALLAHASSEE-THOMASVILLE - 1Q23 average of ABC 27 News Mo-Fr 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/29/24	03/06/24	11111--		5				\$165.00		1.97			
		Week: 03/07/24	03/13/24	---11--		2				\$165.00		1.97			
N 5	WTXL	02/29/24	03/08/24	Late News M-SU	CM	11-1135pm	1111111	:30	7	\$160.00	P-2	1.44	NM	9	\$1,440.00
Late News M-SU															
(Program: ABC 27 NEWS 11PM)															
1Q24 COMSCORE (sell) - TALLAHASSEE-THOMASVILLE - 1Q23 average of ABC 27 News Mo-Fr 11p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/29/24	03/06/24	1111111		7				\$160.00		1.44			
		Week: 03/07/24	03/13/24	---11--		2				\$160.00		1.44			
N 6	WTXL	02/29/24	03/02/24	SAT 8-9am GMA 2	CM	8-9am	-----1-	:30	1	\$120.00	P-2	1.46	NM	1	\$120.00
SAT 8-9am GMA 2															
(Program: GOOD MORNING AMERICA SAT 8A)															
1Q24 COMSCORE (sell) - TALLAHASSEE-THOMASVILLE - 1Q23 average of Good Morning America Sat 8-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/26/24	03/03/24	-----1-		1				\$120.00		1.46			
N 7	WTXL	02/29/24	03/02/24	SAT 630-7pm News	CM	630-7pm	-----1-	:30	1	\$135.00	P-3	2.50	NM	1	\$135.00
SAT 630-7pm News															
(Program: ABC 27 WEEKEND NEWS SAT 630P)															
1Q24 COMSCORE (sell) - TALLAHASSEE-THOMASVILLE - 1Q23 average of ABC 27 News Sun 6:30p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/26/24	03/03/24	-----1-		1				\$135.00		2.50			
N 8	WTXL	02/29/24	03/03/24	SUN 8-9am GMA	CM	8-9am	-----1	:30	1	\$140.00	P-2	1.26	NM	1	\$140.00
SUN 8-9am GMA															
(Program: GOOD MORNING AMERICA SUN)															
1Q24 COMSCORE (sell) - TALLAHASSEE-THOMASVILLE - 1Q23 average of Good Morning America Sun 8-9a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/26/24	03/03/24	-----1		1				\$140.00		1.26			
N 9	WTXL	02/29/24	03/03/24	SUN 630-7pm News	CM	630-7pm	-----1	:30	1	\$135.00	P-3	2.21	NM	1	\$135.00
SUN 630-7pm News															
(Program: ABC 27 WEEKEND NEWS SUN 630P)															
1Q24 COMSCORE (sell) - TALLAHASSEE-THOMASVILLE - 1Q23 average of ABC 27 News Sun 6:30p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/26/24	03/03/24	-----1		1				\$135.00		2.21			
Totals													41	\$5,820.00	