

WOC12060141 [01.00]

Order Printout

Order Status:	Revised	Start/End Dates:	07/15/19 - 07/28/19	C/P/E:	136 / 174 / 1033
Traffic #:	1219570	Agency:	AxMedia	Product Desc.:	2019 Primary Election
Buyer Order #:	8579580	Advertiser:	Lynn Fitch for Attorney General	Estimate Desc.:	Lynn Fitch for Attorney General- TV 7/16 thru 7/25
AE:	Cindy Smith	Buyer:		Total Cost:	\$1,395.00 (Cash)
Property:	HDAM TV	Primary Demo:	Adults 55+ (RTG)	Received Date:	6/05/19 11:48 AM
Sales Region:	Local				

Comments:

6/5 - Cindy - revised per latest rate card. Adjusted schedules to get back to paid total across the two stations. Please confirm. Thank you! Please include ISCI and Estimate on all invoices. We are set up to receive invoices electronically. TV Invoices ID: 9916670 or TV16670 and RADIO Invoices ID: 9914861 OR R114861. Marketron #200345, Spotdata #2095, eMediaTrade (AdCoreLocal) #EMT12794Separation: 30

List Items				Spots												Totals		Adults 55+			
Line	Program	ST	Len	Time	Days	Rate	Jul 15	Jul 22								Total Spots	Total Cost	RTG	GRP	CPP	
1	WDAM 7 SUNRISE 5a	NM	:30	5:00 AM-5:30 AM	--T---	10.00	1	1								2	20.00	0.80	1.60	12.50	
	(Program: WDAM 7 SUNRISE 5a)																				
1	WDAM 7 SUNRISE 5a	NM	:30	5:00 AM-5:30 AM	---F--	10.00	1	0								1	10.00	0.80	0.80	12.50	
	(Program: WDAM 7 SUNRISE 5a)																				
1	WDAM 7 SUNRISE 5a	NM	:30	5:00 AM-5:30 AM	--W----	10.00	0	1								1	10.00	0.80	0.80	12.50	
	(Program: WDAM 7 SUNRISE 5a)																				
1	WDAM 7 SUNRISE 5a	NM	:30	5:00 AM-5:30 AM	M-----	10.00	0	1								1	10.00	0.80	0.80	12.50	
	(Program: WDAM 7 SUNRISE 5a)																				
1	WDAM 7 SUNRISE 5a	NM	:30	5:00 AM-5:30 AM	-T-----	10.00	1	0								1	10.00	0.80	0.80	12.50	
	(Program: WDAM 7 SUNRISE 5a)																				
2	WDAM 7 SUNRISE 530a	NM	:30	5:30 AM-6:00 AM	--W----	15.00	1	1								2	30.00	0.90	1.80	16.67	
	(Program: WDAM 7 SUNRISE 530a)																				
2	WDAM 7 SUNRISE 530a	NM	:30	5:30 AM-6:00 AM	---T---	15.00	1	1								2	30.00	0.90	1.80	16.67	
	(Program: WDAM 7 SUNRISE 530a)																				
2	WDAM 7 SUNRISE 530a	NM	:30	5:30 AM-6:00 AM	M-----	15.00	0	1								1	15.00	0.90	0.90	16.67	
	(Program: WDAM 7 SUNRISE 530a)																				
2	WDAM 7 SUNRISE 530a	NM	:30	5:30 AM-6:00 AM	-T-----	15.00	0	1								1	15.00	0.90	0.90	16.67	
	(Program: WDAM 7 SUNRISE 530a)																				
3	WDAM 7 SUNRISE 6a	NM	:30	6:00 AM-7:00 AM	---T---	15.00	1	1								2	30.00	1.30	2.60	11.54	
	(Program: WDAM 7 SUNRISE 6a)																				

List Items						Spots										Totals		Adults 55+		
Line	Program	ST	Len	Time	Days	Rate	Jul 15	Jul 22								Total Spots	Total Cost	RTG	GRP	CPP
3	WDAM 7 SUNRISE 6a	NM	:30	6:00 AM-7:00 AM	--F--	15.00	1	0								1	15.00	1.30	1.30	11.54
(Program: WDAM 7 SUNRISE 6a)																				
3	WDAM 7 SUNRISE 6a	NM	:30	6:00 AM-7:00 AM	--W----	15.00	1	1								2	30.00	1.30	2.60	11.54
(Program: WDAM 7 SUNRISE 6a)																				
3	WDAM 7 SUNRISE 6a	NM	:30	6:00 AM-7:00 AM	M-----	15.00	0	1								1	15.00	1.30	1.30	11.54
(Program: WDAM 7 SUNRISE 6a)																				
3	WDAM 7 SUNRISE 6a	NM	:30	6:00 AM-7:00 AM	-T-----	15.00	1	1								2	30.00	1.30	2.60	11.54
(Program: WDAM 7 SUNRISE 6a)																				
4	GOOD MORNING MISSISSIPPI (SAT)	NM	:30	6:30 AM-7:00 AM	-----S-	15.00	1	0								1	15.00	2.40	2.40	6.25
(Program: GOOD MORNING MISSISSIPPI (SAT))																				
5	GOOD MORNING MISSISSIPPI (SUN)	NM	:30	6:30 AM-7:00 AM	-----S	15.00	1	0								1	15.00	2.40	2.40	6.25
(Program: GOOD MORNING MISSISSIPPI (SUN))																				
6	WDAM NEWS 7 @5P	NM	:30	5:00 PM-5:30 PM	---T---	35.00	1	1								2	70.00	1.90	3.80	18.42
(Program: WDAM NEWS 7 @5P)																				
6	WDAM NEWS 7 @5P	NM	:30	5:00 PM-5:30 PM	---F--	35.00	1	0								1	35.00	1.90	1.90	18.42
(Program: WDAM NEWS 7 @5P)																				
6	WDAM NEWS 7 @5P	NM	:30	5:00 PM-5:30 PM	--W----	35.00	1	1								2	70.00	1.90	3.80	18.42
(Program: WDAM NEWS 7 @5P)																				
6	WDAM NEWS 7 @5P	NM	:30	5:00 PM-5:30 PM	M-----	35.00	0	1								1	35.00	1.90	1.90	18.42
(Program: WDAM NEWS 7 @5P)																				
6	WDAM NEWS 7 @5P	NM	:30	5:00 PM-5:30 PM	-T-----	35.00	1	1								2	70.00	1.90	3.80	18.42
(Program: WDAM NEWS 7 @5P)																				
7	WDAM NEWS 7 @ 6:30P	NM	:30	6:30 PM-7:00 PM	---T---	45.00	1	1								2	90.00	2.10	4.20	21.43
(Program: WDAM NEWS 7 @ 6:30P)																				
7	WDAM NEWS 7 @ 6:30P	NM	:30	6:30 PM-7:00 PM	---F--	45.00	1	0								1	45.00	2.10	2.10	21.43
(Program: WDAM NEWS 7 @ 6:30P)																				
7	WDAM NEWS 7 @ 6:30P	NM	:30	6:30 PM-7:00 PM	--W----	45.00	1	1								2	90.00	2.10	4.20	21.43
(Program: WDAM NEWS 7 @ 6:30P)																				
7	WDAM NEWS 7 @ 6:30P	NM	:30	6:30 PM-7:00 PM	M-----	45.00	0	1								1	45.00	2.10	2.10	21.43
(Program: WDAM NEWS 7 @ 6:30P)																				
7	WDAM NEWS 7 @ 6:30P	NM	:30	6:30 PM-7:00 PM	-T-----	45.00	1	1								2	90.00	2.10	4.20	21.43
(Program: WDAM NEWS 7 @ 6:30P)																				
8	WDAM NEWS 7 @ 6P (SAT)	NM	:30	6:00 PM-6:30 PM	-----S-	50.00	1	0								1	50.00	1.30	1.30	38.46
(Program: WDAM NEWS 7 @ 6P (SAT))																				
9	WDAM NEWS 7 @ 5P (SUN)	NM	:30	5:00 PM-5:30 PM	-----S	30.00	1	0								1	30.00	2.10	2.10	14.29
(Program: WDAM NEWS 7 @ 5P (SUN))																				

List Items						Spots										Totals			Adults 55+		
Line	Program	ST	Len	Time	Days	Rate	Jul 15	Jul 22									Total Spots	Total Cost	RTG	GRP	CPP
10	WDAM NEWS @ 10P	NM	:30	10:00 PM-10:35 PM	--T---	30.00	1	1									2	60.00	1.60	3.20	18.75
(Program: WDAM NEWS @ 10P)																					
10	WDAM NEWS @ 10P	NM	:30	10:00 PM-10:35 PM	---F--	30.00	1	0									1	30.00	1.60	1.60	18.75
(Program: WDAM NEWS @ 10P)																					
10	WDAM NEWS @ 10P	NM	:30	10:00 PM-10:35 PM	--W----	30.00	1	1									2	60.00	1.60	3.20	18.75
(Program: WDAM NEWS @ 10P)																					
10	WDAM NEWS @ 10P	NM	:30	10:00 PM-10:35 PM	M-----	30.00	0	1									1	30.00	1.60	1.60	18.75
(Program: WDAM NEWS @ 10P)																					
10	WDAM NEWS @ 10P	NM	:30	10:00 PM-10:35 PM	-T-----	30.00	1	1									2	60.00	1.60	3.20	18.75
(Program: WDAM NEWS @ 10P)																					
11	WDAM NEWS @ 10P (SAT)	NM	:30	10:00 PM-10:30 PM	-----S-	45.00	1	0									1	45.00	2.00	2.00	22.50
(Program: WDAM NEWS @ 10P (SAT))																					
12	WDAM NEWS @ 10P (SUN)	NM	:30	10:00 PM-10:30 PM	-----S	60.00	1	0									1	60.00	3.80	3.80	15.79
(Program: WDAM NEWS @ 10P (SUN))																					
13	WDAM NEWS @ 10:30P (SUN)	NM	:30	10:30 PM-11:00 PM	-----S	30.00	1	0									1	30.00	2.30	2.30	13.04
(Program: WDAM NEWS @ 10:30P (SUN))																					
						Spot Totals:	28	23									51				
						Adults 55+ GRP:	48.10	33.60										\$1,395.00			81.70

MONTH	SPOTS	COST	GRP	MONTH	SPOTS	COST	GRP
July	51	\$1,395.00	81.70				

ORDER

Orders	Order / Rev:	<u>1219570</u>		
	Alt Order #:	<u>WOC12060141</u>		
	Product Desc:	<u>2019 Primary Election</u>		
	Estimate:	<u>1033</u>	HDAM	
	Flight Dates:	<u>07/15/19 - 07/28/19</u>	Primary AE:	<u>Cindy Smith</u>
	Original Date / Rev:	<u>06/05/19 / 06/05/19</u>	Sales Office:	<u>PIB-N</u>
	Order Type:	<u>NORMAL</u>	Sales Region:	<u>National</u>
Agency	Name:	<u>AxMedia</u>		
	Buying Contact:	<u></u>	Billing Type:	<u>Cash</u>
	Billing Contact:	<u></u>	Billing Calendar:	<u>Broadcast</u>
		<u>1251 NW Briarcliff Pkwy</u>	Billing Cycle:	<u>EOM/EOC</u>
		<u>Kansas City, MO 64116</u>	Agency Commission:	<u>15%</u>
Advertiser	Name:	<u>Lynn Fitch for Attorney General</u>		
	Demographic:	<u>A55+</u>	New Business Thru:	<u></u>
	Product Codes:	<u>Candidate - State - Other</u>	Advertiser External ID:	<u>168148</u>
	Revenue Code 1:	<u>AGY</u>	Agency External ID:	<u>140343</u>
	Revenue Code 2:	<u>POL</u>	Unit Code:	<u>General</u>
	Revenue Code 3:	<u>POL-CAND</u>		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/01/19	07/25/19	51	\$1,395.00	\$1,185.75	July 2019	51	\$1,395.00	\$1,185.75	81.70
					Totals	51	\$1,395.00	\$1,185.75	81.70

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	HDAM	07/15/19	07/25/19	M-F 5a News News at 5a (Program: WDAM 7 SUNRISE 5a)	CM	5:00 AM-5:30 AM	-TWTF--	:30	3	\$10.00	P-04	0.80	NM	6	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-T-TF--					3	\$10.00		0.80			
		Week: 07/22/19	07/28/19	M-WT---					3	\$10.00		0.80			
N 2	HDAM	07/15/19	07/25/19	M-F 530a News News at 530a (Program: WDAM 7 SUNRISE 530a)	CM	5:30 AM-6:00 AM	MTWTF--	:30	2	\$15.00	P-03	0.90	NM	6	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	--WT---					2	\$15.00		0.90			
		Week: 07/22/19	07/28/19	MTWT---					4	\$15.00		0.90			
N 3	HDAM	07/15/19	07/25/19	M-F 6a News News at 6a (Program: WDAM 7 SUNRISE 6a)	CM	6:00 AM-7:00 AM	-1111--	:30	4	\$15.00	P-03	1.30	NM	8	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-1111--					4	\$15.00		1.30			
		Week: 07/22/19	07/28/19	1111---					4	\$15.00		1.30			
N 4	HDAM	07/15/19	07/20/19	Sat 630a News (WLOX) Sat 630a News (Program: GOOD MORNING MISSISSIPPI (SAT))	CM	6:30 AM-7:00 AM	-----1-	:30	1	\$15.00	P-03	2.40	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-----1-					1	\$15.00		2.40			

Order / Rev: 1219570
 Alt Order #: WOC12060141
 Flight Dates: 07/15/19 - 07/28/19

Advertiser: Lynn Fitch for Attorney General
 Product Desc: 2019 Primary Election
 Estimate: 1033
 HDAM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	HDAM	07/15/19	07/21/19	Sun 630a News (WLOX) Sun 630a News (WLOX) (Program: GOOD MORNING MISSISSIPPI (SUN))	CM	6:30 AM-7:00 AM	-----1	:30	1	\$15.00	P-03	2.40	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-----1					1	\$15.00		2.40			
N 6	HDAM	07/15/19	07/25/19	M-F 5p News M-F 5p News (Program: WDAM NEWS 7 @ 5P)	CM	5:00 PM-5:30 PM	-1111--	:30	4	\$35.00	P-03	1.90	NM	8	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-1111--					4	\$35.00		1.90			
		Week: 07/22/19	07/28/19	1111---					4	\$35.00		1.90			
N 7	HDAM	07/15/19	07/26/19	M-F 630p News M-F 630p News (Program: WDAM NEWS 7 @ 6:30P)	CM	6:30 PM-7:00 PM	MTWTF--	:30	4	\$45.00	P-03	2.10	NM	8	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-TWTF--					4	\$45.00		2.10			
		Week: 07/22/19	07/28/19	MTWT---					4	\$45.00		2.10			
N 8	HDAM	07/15/19	07/20/19	Sat 6p News Sat 6p News (Program: WDAM NEWS 7 @ 6P (SAT))	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$50.00	P-03	1.30	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-----1-					1	\$50.00		1.30			
N 9	HDAM	07/15/19	07/21/19	Sun 5p News Sun 5p News (Program: WDAM NEWS 7 @ 5P (SUN))	CM	5:00 PM-5:30 PM	-----1	:30	1	\$30.00	P-03	2.10	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-----1					1	\$30.00		2.10			
N 10	HDAM	07/15/19	07/25/19	M-F 10p News M-F 10p News (Program: WDAM NEWS @ 10P)	CM	10:00 PM-10:35 PM	-1111--	:30	4	\$30.00	P-03	1.60	NM	8	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-1111--					4	\$30.00		1.60			
		Week: 07/22/19	07/28/19	1111---					4	\$30.00		1.60			
N 11	HDAM	07/15/19	07/20/19	Sat 10p News Sat 10p News (Program: WDAM NEWS @ 10P (SAT))	CM	10:00 PM-10:30 PM	-----1-	:30	1	\$45.00	P-03	2.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-----1-					1	\$45.00		2.00			
N 12	HDAM	07/15/19	07/21/19	Sun 10p News Sun 10p News (Program: WDAM NEWS @ 10P (SUN))	CM	10:00 PM-10:30 PM	-----1	:30	1	\$60.00	P-03	3.80	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-----1					1	\$60.00		3.80			
N 13	HDAM	07/15/19	07/21/19	Sun 1030p News Sun 1030p News (Program: WDAM NEWS @ 10:30P (SUN))	CM	10:30 PM-11:00 PM	-----1	:30	1	\$30.00	P-03	2.30	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/15/19	07/21/19	-----1					1	\$30.00		2.30			
													Totals	51	\$1,395.00