

**ORDER**

Rockford WQRF

<b>Orders</b>	<b>Order / Rev:</b>	<u>2730912</u>		
	<b>Alt Order #:</b>	<u></u>		
	<b>Product Desc:</b>	<u>10/15 THRU 10/28</u>		
	<b>Estimate:</b>	<u></u>		
	<b>Flight Dates:</b>	<u>10/15/20 - 10/28/20</u>	<b>Primary AE:</b>	<u>WQRF Local House</u>
	<b>Original Date / Rev:</b>	<u>10/14/20 / 10/14/20</u>	<b>Sales Office:</b>	<u>L-ROK</u>
	<b>Order Type:</b>	<u>REG</u>	<b>Sales Region:</b>	<u>Loc</u>
<b>Agency</b>	<b>Name:</b>	<u>KMK Media</u>	<b>Billing Type:</b>	<u>Cash</u>
	<b>Buying Contact:</b>	<u></u>	<b>Billing Calendar:</b>	<u>Broadcast</u>
	<b>Billing Contact:</b>	<u>LORI WALLACE</u>	<b>Billing Cycle:</b>	<u>EOM/EOC</u>
		<u>716 N Church Street</u>	<b>Agency Commission:</b>	<u>15%</u>
		<u>Rockford, IL 61103</u>		
<b>Advertiser</b>	<b>Name:</b>	<u>POL/J Hanley/Winnebago Co State's A</u>	<b>Order Brand:</b>	<u></u>
	<b>Demographic:</b>	<u>A18+</u>	<b>New Business Thru:</b>	<u></u>
	<b>Product Codes:</b>	<u>PL21</u>	<b>Advertiser External ID:</b>	<u></u>
	<b>Revenue Code 1:</b>	<u>AGY</u>	<b>Agency External ID:</b>	<u></u>
	<b>Revenue Code 2:</b>	<u>POL</u>	<b>Unit Code:</b>	<u>General</u>
	<b>Revenue Code 3:</b>	<u>POL-CAND</u>	<b>Order Separation:</b>	<u>00:10:00</u>
	<b>Priority:</b>	<u>P5</u>		

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	6	\$1,650.00	\$1,402.50
10/26/20	10/28/20	2	\$600.00	\$510.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	6	\$1,650.00	\$1,402.50	0.00
November 2020	2	\$600.00	\$510.00	0.00
<b>Totals</b>	<b>8</b>	<b>\$2,250.00</b>	<b>\$1,912.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WQRF Local House			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	WQRF	10/15/20	10/28/20	LN M-F 9:00 PM-9:30 PM	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	1-11---	:30	3	\$300.00	P4	0.00	NM	7	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	---2---					2	\$300.00		0.00			
		Week: 10/19/20	10/25/20	1-11---					3	\$300.00		0.00			
		Week: 10/26/20	11/01/20	1-1----					2	\$300.00		0.00			
N 2	WQRF	10/18/20	10/18/20	LN Su Eyewitness News @ 9 Sun	CM	LN Su	-----1	:30	1	\$150.00	P5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	-----1					1	\$150.00		0.00			
													Totals	8	\$2,250.00

Total 17 News @ 10 -

\$2,450.00

7

total/spots

\$2,450.00

### Fox 39

- Political window, October 2020
- 30-second spots
- Political rates are Candidate based

#2730912

### Eyewitness News @ 9pm

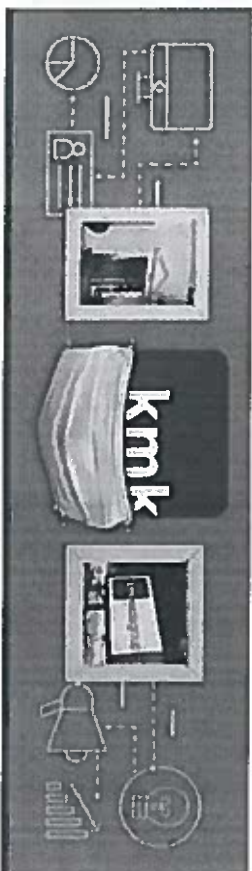
- October 14, 15	9-9:30pm	W, Th	P4	1	spot/day	2	spots/wk	\$300.00	\$600.00
- October 18	9-9:30pm	Su	P5	1	spot/day	1	spot/wk	\$150.00	\$150.00
- October 19-23	9-9:30pm	M, W, Th	P4	1	spot/day	3	spots/wk	\$300.00	\$900.00
- October 26, 28	9-9:30pm	M, W	P4	1	spot/day	2	spots/wk	\$300.00	\$600.00
<b>Total Fox 39 News @ 9 -</b>	<b>\$2,250.00</b>					8	total/spots		\$2,250.00

Let us know if you need anything additional.

Thanks.

Lori Wallace | Project Manager  
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Prepared by	CW	9/14/14
Reviewed by	MP	9/14/14



**DON'T CONTAIN YOUR BRAND NOW!**  
 PROMOTE IT!