

# ORDER



**Orders**  
**Order / Rev:** 2904197  
**Alt Order #:** WOC14628658  
**Product Desc:** Morgan Lamantia for TX SD-27  
**Estimate:** 1727  
**Flight Dates:** 04/23/24 - 05/27/24  
**Original Date / Rev:** 04/22/24 / 04/22/24  
**Order Type:** General

**KIII**  
**Primary AE:** Taylor Fritsch  
**Sales Office:** TSWAS  
**Sales Region:** NAT

**Agency**  
**Name:** Political Communications Advertising  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
11 East 44th Street, Suite 303  
New York, NY 10017

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

**Advertiser**  
**Name:** POL/ Morgan LaMantia / D / St Senate  
**Demographic:** A35+  
**Product Codes:** PL-Candidate: State Senate (LUR)  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Candidate  
**Priority:** P04

**New Business End:** \_\_\_\_\_  
**Advertiser External ID:** M233091  
**Agency External ID:** 21047AG  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/28/24	15	\$2,415.00	\$2,052.75
04/29/24	05/26/24	71	\$14,500.00	\$12,325.00
05/27/24	05/27/24	4	\$960.00	\$816.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	15	\$2,415.00	\$2,052.75	122.90
May 2024	71	\$14,500.00	\$12,325.00	667.60
June 2024	4	\$960.00	\$816.00	41.70
<b>Totals</b>	<b>90</b>	<b>\$17,875.00</b>	<b>\$15,193.75</b>	<b>832.20</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Taylor Fritsch			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	KIII	04/23/24	05/27/24	Good Morning America Good Morning America	CM	7-9a	MTWTF--	:30	4	\$150.00	P04	6.90	NM	15	\$2,250.00
BOD 04/22/24															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		04/22/24	04/28/24	-TWTF--			2		\$150.00			6.90			
Week:		04/29/24	05/05/24	MTWTF--			3		\$150.00			6.90			
Week:		05/06/24	05/12/24	MTWTF--			3		\$150.00			6.90			
Week:		05/13/24	05/19/24	MTWTF--			3		\$150.00			6.90			
Week:		05/20/24	05/26/24	MTWTF--			3		\$150.00			6.90			
Week:		05/27/24	06/02/24	M-----			1		\$150.00			6.90			
N 2	KIII	04/23/24	05/27/24	Judge Judy 4-5p Judge Judy	CM	358-5p	MTWTF--	:30	4	\$70.00	P04	5.90	NM	21	\$1,470.00
BOD 04/22/24															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		04/22/24	04/28/24	-TWTF--			4		\$70.00			5.90			
Week:		04/29/24	05/05/24	MTWTF--			4		\$70.00			5.90			
Week:		05/06/24	05/12/24	MTWTF--			4		\$70.00			5.90			
Week:		05/13/24	05/19/24	MTWTF--			4		\$70.00			5.90			
Week:		05/20/24	05/26/24	MTWTF--			4		\$70.00			5.90			
Week:		05/27/24	06/02/24	M-----			1		\$70.00			5.90			
N 3	KIII	04/23/24	05/27/24		CM	5-530p	MTWTF--	:30	1	\$340.00	P03	13.20	NM	14	\$4,760.00

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 Estimate: 1727  
**KIII**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KIII	04/23/24	05/27/24	Local News @ 5p M-F 3 News @ 5pm	CM	6-630p	MTWTF--	:30	1	\$340.00	P04	15.70	NM	13	\$5,200.00
BOD 04/22/24															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	-TWTF--					1	\$340.00		13.20			
		Week: 04/29/24	05/05/24	MTWTF--					3	\$340.00		13.20			
		Week: 05/06/24	05/12/24	MTWTF--					3	\$340.00		13.20			
		Week: 05/13/24	05/19/24	MTWTF--					3	\$340.00		13.20			
		Week: 05/20/24	05/26/24	MTWTF--					3	\$340.00		13.20			
		Week: 05/27/24	06/02/24	M-----					1	\$340.00		13.20			
N 5	KIII	04/23/24	05/25/24	Local News @ 6p M-F 3 News @ 6pm	CM	6-630p	MTWTF--	:30	1	\$400.00	P04	15.70	NM	13	\$5,200.00
BOD 04/22/24															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	-TWTF--					1	\$400.00		15.70			
		Week: 04/29/24	05/05/24	MTWTF--					3	\$400.00		15.70			
		Week: 05/06/24	05/12/24	MTWTF--					3	\$400.00		15.70			
		Week: 05/13/24	05/19/24	MTWTF--					2	\$400.00		15.70			
		Week: 05/20/24	05/26/24	MTWTF--					3	\$400.00		15.70			
		Week: 05/27/24	06/02/24	M-----					1	\$400.00		15.70			
N 6	KIII	04/23/24	05/25/24	Good Morning America Sat Good Morning America Sat	CM	7-9a	-----S-	:30	2	\$115.00	P03	6.70	NM	9	\$1,035.00
BOD 04/22/24															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	-----S-					2	\$115.00		6.70			
		Week: 04/29/24	05/05/24	-----S-					1	\$115.00		6.70			
		Week: 05/06/24	05/12/24	-----S-					2	\$115.00		6.70			
		Week: 05/13/24	05/19/24	-----S-					2	\$115.00		6.70			
		Week: 05/20/24	05/26/24	-----S-					2	\$115.00		6.70			
N 7	KIII	04/23/24	05/25/24	Local News @ 6p Sa 3 News @ 6pm Sat	CM	6-630p	-----S-	:30	1	\$225.00	P03	13.20	NM	3	\$675.00
BOD 04/22/24															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	-----S-					1	\$225.00		13.20			
		Week: 04/29/24	05/05/24	-----S-					1	\$225.00		13.20			
		Week: 05/06/24	05/12/24	-----S-					0	\$0.00		0.00			
		Week: 05/13/24	05/19/24	-----S-					1	\$225.00		13.20			
		Week: 05/20/24	05/26/24	-----S-					0	\$0.00		0.00			
N 8	KIII	04/23/24	05/25/24	Local News @ 10p Sa 3 News @ 10pm Sat	CM	10:00 PM-10:30 PM	PI-----S-	:30	1	\$265.00	P03	9.90	NM	4	\$1,060.00
BOD 04/22/24															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	-----S-					1	\$265.00		9.90			
		Week: 04/29/24	05/05/24	-----S-					1	\$265.00		9.90			
		Week: 05/06/24	05/12/24	-----S-					0	\$0.00		0.00			
		Week: 05/13/24	05/19/24	-----S-					1	\$265.00		9.90			
		Week: 05/20/24	05/26/24	-----S-					1	\$265.00		9.90			
N 9	KIII	04/23/24	05/26/24	Local News @ 6a Su 3 News First Editon 6am Sun	CM	6-7a	-----S	:30	2	\$75.00	P03	4.00	NM	7	\$525.00
BOD 04/22/24															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	-----S					2	\$75.00		4.00			
		Week: 04/29/24	05/05/24	-----S					1	\$75.00		4.00			
		Week: 05/06/24	05/12/24	-----S					1	\$75.00		4.00			
		Week: 05/13/24	05/19/24	-----S					1	\$75.00		4.00			
		Week: 05/20/24	05/26/24	-----S					2	\$75.00		4.00			
N 10	KIII	04/23/24	05/26/24	Local News @ 530p Su 3 News @ 530pm Sun	CM	530-6p	-----S	:30	1	\$225.00	P03	12.10	NM	4	\$900.00
BOD 04/22/24															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	-----S					1	\$225.00		12.10			
		Week: 04/29/24	05/05/24	-----S					1	\$225.00		12.10			
		Week: 05/06/24	05/12/24	-----S					1	\$225.00		12.10			
		Week: 05/13/24	05/19/24	-----S					0	\$0.00		0.00			

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		<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	-----S		1				\$225.00		12.10			
													Totals	90	\$17,875.00