

ORDER



Orders

Order / Rev: 3460906

Alt Order #: WOC14530127

Product Desc: AL Huntsville

Estimate: 1719

Flight Dates: 03/11/24 - 03/31/24

Original Date / Rev: 03/12/24 / 03/12/24

Order Type: NORMAL

WAFF

Primary AE: Suzanne Constan

Sales Office: HSV-N

Sales Region: National

Agency

Name: Political Communications Advertising

Buying Contact:

Billing Contact: Katie Cunningham

11 E. 44th St Suite 301

New York, NY 100017-0065

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Americans for Contraception

Demographic: A35+

Product Codes: Issue - National - Other

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: POL-ISS

Priority: P-01

New Business End:

Advertiser External ID: 620333

Agency External ID: 129520

Unit Code: General

Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/31/24	31	\$13,950.00	\$11,857.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	31	\$13,950.00	\$11,857.50	123.20
Totals	31	\$13,950.00	\$11,857.50	123.20

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Suzanne Constan	HSV-N	National	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	WAFF	03/11/24	03/30/24	Sat 6a News Sat 6a News	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	-----S-	:30	1	\$150.00	P-01	1.50	NM	3	\$450.00
(Program: WAFF 48 NEWS TODAY SAT 6a-7a) NSI 1Q EST (sell) - HUNTSVILLE-DECATUR (FLOR) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF WAFF-TD SAT-6A Sat 6:00a-7:00a IN Feb/2023LS ON WAFF.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 03/11/24		03/11/24	03/17/24	-----S-					1	\$150.00		1.50			
Week: 03/18/24		03/18/24	03/24/24	-----S-					1	\$150.00		1.50			
Week: 03/25/24		03/25/24	03/31/24	-----S-					1	\$150.00		1.50			
N 2	WAFF	03/11/24	03/31/24	Sun 6a News Sun 6a News	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	-----S	:30	1	\$150.00	P-01	1.60	NM	3	\$450.00
(Program: WAFF 48 NEWS TODAY SUN 6A) NSI 1Q EST (sell) - HUNTSVILLE-DECATUR (FLOR) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF WAFF-TD SUN-6A Sun 6:00a-7:00a IN Feb/2023LS ON WAFF.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 03/11/24		03/11/24	03/17/24	-----S					1	\$150.00		1.60			
Week: 03/18/24		03/18/24	03/24/24	-----S					1	\$150.00		1.60			
Week: 03/25/24		03/25/24	03/31/24	-----S					1	\$150.00		1.60			
N 3	WAFF	03/11/24	03/31/24	NBC Meet The Press Meet the Press	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----S	:30	1	\$300.00	P-01	1.00	NM	3	\$900.00
(Program: MEET THE PRESS) NSI 1Q EST (sell) - HUNTSVILLE-DECATUR (FLOR) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF MEET PRESS-SUN Sun 8:00a-9:00a IN Feb/2023LS ON WAFF.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Advertiser: Americans for Contraception
 Product Desc: AL Huntsville
 Estimate: 1719
WAFF

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: 03/11/24		03/11/24	03/17/24	-----S			1		\$300.00	1.00					
Week: 03/18/24		03/18/24	03/24/24	-----S			1		\$300.00	1.00					
Week: 03/25/24		03/25/24	03/31/24	-----S			1		\$300.00	1.00					
N 4	WAFF	03/11/24	03/25/24	NBC Nightly News NBC Nightly News	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	:30	2	\$750.00	P-01	6.00	NM	8	\$6,000.00
(Program: NBC NIGHTLY NEWS)															
NSI 1Q EST (sell) - HUNTSVILLE-DECATUR (FLOR) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF NBC NITELY NWS Mo-Fr 5:30p-6:00p IN Feb/2023LS ON WAFF.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 03/11/24		03/11/24	03/17/24	MTWTF--			2		\$750.00	6.00					
Week: 03/18/24		03/18/24	03/24/24	MTWTF--			5		\$750.00	6.00					
Week: 03/25/24		03/25/24	03/31/24	M-----			1		\$750.00	6.00					
N 5	WAFF	03/11/24	03/30/24	Sat 5p News Sat 5p News	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	-----S-	:30	2	\$450.00	P-01	4.60	NM	8	\$3,600.00
(Program: WAFF 48 NEWS 5P SAT)															
NSI 1Q EST (sell) - HUNTSVILLE-DECATUR (FLOR) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF WAFF48 NW-5 SA Sat 5:00p-5:30p IN Feb/2023LS ON WAFF.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 03/11/24		03/11/24	03/17/24	-----S-			2		\$450.00	4.60					
Week: 03/18/24		03/18/24	03/24/24	-----S-			3		\$450.00	4.60					
Week: 03/25/24		03/25/24	03/31/24	-----S-			3		\$450.00	4.60					
N 6	WAFF	03/11/24	03/30/24	Sat 6p News Sat 6p News	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-----S-	:30	1	\$400.00	P-01	4.80	NM	3	\$1,200.00
(Program: WAFF 48 NEWS 6P SAT)															
NSI 1Q EST (sell) - HUNTSVILLE-DECATUR (FLOR) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF WAFF48 NW-6 SA Sat 6:00p-6:30p IN Feb/2023LS ON WAFF.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 03/11/24		03/11/24	03/17/24	-----S-			1		\$400.00	4.80					
Week: 03/18/24		03/18/24	03/24/24	-----S-			1		\$400.00	4.80					
Week: 03/25/24		03/25/24	03/31/24	-----S-			1		\$400.00	4.80					
N 7	WAFF	03/11/24	03/31/24	Sun 5p News Sun 5p News	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	-----S	:30	1	\$450.00	P-01	3.90	NM	3	\$1,350.00
(Program: WAFF 48 NEWS 5P SUN)															
NSI 1Q EST (sell) - HUNTSVILLE-DECATUR (FLOR) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF WAFF48 NW-5 SU Sun 5:00p-5:30p IN Feb/2023LS ON WAFF.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 03/11/24		03/11/24	03/17/24	-----S			1		\$450.00	3.90					
Week: 03/18/24		03/18/24	03/24/24	-----S			1		\$450.00	3.90					
Week: 03/25/24		03/25/24	03/31/24	-----S			1		\$450.00	3.90					
													Totals	31	\$13,950.00