

# ORDER



**Orders**  
**Order / Rev:** 2874744  
**Alt Order #:** WOC14530125  
**Product Desc:** AL Huntsville  
**Estimate:** 1719  
**Flight Dates:** 03/11/24 - 03/31/24  
**Original Date / Rev:** 03/12/24 / 03/13/24  
**Order Type:** General

**WZDX**  
**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:** ISS/ Americans For Contraception  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Issue  
**Priority:** P04

**New Business End:**  
**Advertiser External ID:** M231493  
**Agency External ID:** 21047AG  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/24	03/31/24	25	\$5,440.00	\$4,624.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	25	\$5,440.00	\$4,624.00	46.20
<b>Totals</b>	<b>25</b>	<b>\$5,440.00</b>	<b>\$4,624.00</b>	<b>46.20</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Taylor Fritsch			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WZDX	5%	\$5,440.00
Market	100%	\$108,800.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	95%	\$103,360.00
WAAY	0%	\$0.00
WAFF	0%	\$0.00
WFIQ	0%	\$0.00
WHDF	0%	\$0.00
WHIQ	0%	\$0.00
WHNT	0%	\$0.00
WYLE	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WZDX	03/11/24	03/31/24	FOX News Sunday FOX NEWS SUNDAY	CM	8:00 AM-9:00 AM	-----S	:30	1	\$80.00	P02	0.60	NM	3	\$240.00
		<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	03/17/24	-----S		1				\$80.00		0.60			
		Week: 03/18/24	03/24/24	-----S		1				\$80.00		0.60			
		Week: 03/25/24	03/31/24	-----S		1				\$80.00		0.60			
N 2	WZDX	03/11/24	03/29/24		CM	9:00 PM-9:33 PM		:30	2	\$250.00	P02	2.10	NM	8	\$2,000.00

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Advertiser: ISS/ Americans For Contraception  
 Product Desc: AL Huntsville  
 Estimate: 1719  
**WZDX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 9p M-F			MTWTF--								
				FOX 54 NEWS @ 9P											
		<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	03/17/24	MTWTF--					2	\$250.00		2.10			
		Week: 03/18/24	03/24/24	MTWTF--					3	\$250.00		2.10			
		Week: 03/25/24	03/31/24	MTWTF--					3	\$250.00		2.10			
N 3	WZDX	03/11/24	03/29/24	Local News @ 930p M-FCM		9:33 PM-10:00 PM	MTWTF--	:30	2	\$250.00	P02	2.10	NM	8	\$2,000.00
				FOX 54 NEWS @ 930P											
		<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	03/17/24	MTWTF--					2	\$250.00		2.10			
		Week: 03/18/24	03/24/24	MTWTF--					3	\$250.00		2.10			
		Week: 03/25/24	03/31/24	MTWTF--					3	\$250.00		2.10			
N 4	WZDX	03/11/24	03/30/24	Local News @ 9p Sa	CM	9:00 PM-9:33 PM	-----S-	:30	1	\$200.00	P02	1.80	NM	3	\$600.00
				FOX 54 NEWS SATURDAY @ 9											
		<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	03/17/24	-----S-					1	\$200.00		1.80			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NZDX	03/11/24-03/17/24	Local News @ LN DB Sa			9:00 PM-12:00 AM	-----Sa--	:30		\$200.00		1.80	NM		
		Week: 03/18/24	03/24/24	-----S-					1	\$200.00		1.80			
		Week: 03/25/24	03/31/24	-----S-					1	\$200.00		1.80			
N 5	WZDX	03/11/24	03/30/24	Local News @ 930p Sa	CM	9:33 PM-10:00 PM	-----S-	:30	1	\$200.00	P02	1.80	NM	3	\$600.00
				FOX 54 NEWS SATURDAY @ 9											
		<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	03/17/24	-----S-					1	\$200.00		1.80			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NZDX	03/11/24-03/17/24	Local News @ LN DB Sa			Various	-----Sa--	:30		\$200.00		1.80	NM		
		Week: 03/18/24	03/24/24	-----S-					1	\$200.00		1.80			
		Week: 03/25/24	03/31/24	-----S-					1	\$200.00		1.80			
													Totals	25	\$5,440.00