

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 / 03/12/24
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
Totals	25	\$5,440.00	\$4,624.00	46.20

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			
		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			
		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