**TV**

**LOCAL**

**(Chicken & Bo Berry Waffles, Bojangler/Deluxe, Bo Bites, Supremes & Sauces, Bo Berry Cobbler)**

**\*\*\*IMPORTANT\*\*\***

**Please reply to botvtraffic@wondersmith.tv to confirm receipt of these instructions and media.**

**EP + Co is the current agency of record for Bojangles’.**

**Please reach out to new contacts below with any traffic questions:**

**Agency Contacts:**

Julie Stenz jstenz@bojangles.com

**Note:**

These are traffic instructions. This is not an order. If these instructions conflict with the order, please notify us immediately.

**Date:**

2/26/25

**Flights:**

3/3/25-3/30/25

**Advertiser:**

Bojangles

**Market:**

GSA: WHNS, WSPA, WYCW, WYFF, EYFF, WLOS, ELOS

**NEW SPOTS**

**BOTV44695H**

**BOTV44697H**

**BOTV44699H**

**BOTV44711H**

**BOTV44713H**

**BOTV44715H**

**BOTV44723H**

**BOTV44727H**

**BOTV44729H**

**BOTV44701H**

**BOTV44703H**

**BOTV44705H**

**ON HAND**

**BOTV44694H**

**BOTV44605H**

**BOTV44607H**

**BOTV44609H**

**SPOT ROTATION FOR 3/3/25-3/30/25**

**5 AM – 10 AM**

FOR THOSE WITH :15 INVENTORY

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Code #:** | **Title:** | **Air Dates:** | **Spot Is:** | **Rotation:** | **Length:** |
| **BOTV44695H** | **BOTV44695H\_Chicken Bo-Berry Waffles\_Both\_Branding\_15** | **3/3/25-3/30/25** | **NEW** | **100%**  **SAT-WED** | **:15** |
| **BOTV44695H** | **BOTV44695H\_Chicken Bo-Berry Waffles\_Both\_Branding\_15** | **3/3/25-3/30/25** | **NEW** | **50% THUR-FRI** | **:15** |
| **BOTV44711H** | **BOTV44711H\_OG + Deluxe Bojangler\_Back & Better\_Branding\_15** | **3/3/25-3/30/25** | **NEW** | **30%**  **THUR-FRI** | **:15** |
| **BOTV44723H** | **BOTV44723H\_OG + Deluxe Bojangler\_Bojangler Envy 2025\_Branding\_15** | **3/3/25-3/30/25** | **NEW** | **20%**  **THUR-FRI** | **:15** |

FOR THOSE WITH :10 INVENTORY

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Code #:** | **Title:** | **Air Dates:** | **Spot Is:** | **Rotation:** | **Length:** |
| **BOTV44697H** | **BOTV44697H\_Chicken Bo-Berry Waffles\_Both\_Branding\_10** | **3/3/25-3/30/25** | **NEW** | **100%**  **SAT-WED** | **:10** |
| **BOTV44697H** | **BOTV44697H\_Chicken Bo-Berry Waffles\_Both\_Branding\_10** | **3/3/25-3/30/25** | **NEW** | **50% THUR-FRI** | **:10** |
| **BOTV44713H** | **BOTV44713H\_OG + Deluxe Bojangler\_Back & Better\_Branding\_10** | **3/3/25-3/30/25** | **NEW** | **30%**  **THUR-FRI** | **:10** |
| **BOTV44727H** | **BOTV44727H\_OG + Deluxe Bojangler\_Bojangler Envy 2025\_Branding\_OA\_10** | **3/3/25-3/30/25** | **NEW** | **20%**  **THUR-FRI** | **:10** |

**5 AM – 10 AM (continued)**

FOR THOSE WITH :05 INVENTORY

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Code #:** | **Title:** | **Air Dates:** | **Spot Is:** | **Rotation:** | **Length:** |
| **BOTV44699H** | **BOTV44699H\_Chicken Bo-Berry Waffles\_Both\_Branding\_05** | **3/3/25-3/30/25** | **NEW** | **75%**  **SAT-WED** | **:05** |
| **BOTV44699H** | **BOTV44699H\_Chicken Bo-Berry Waffles\_Both\_Branding\_05** | **3/3/25-3/30/25** | **NEW** | **35% THUR-FRI** | **:05** |
| **BOTV44715H** | **BOTV44715H\_OG + Deluxe Bojangler\_Back & Better\_Branding\_05** | **3/3/25-3/30/25** | **NEW** | **25%**  **THUR-FRI** | **:05** |
| **BOTV44729H** | **BOTV44729H\_OG + Deluxe Bojangler\_Bojangler Envy 2025\_Branding\_05** | **3/3/25-3/30/25** | **NEW** | **15%**  **THUR-FRI** | **:05** |
| **BOTV44694H** | **BOTV44694H\_Bo-Berry Cobbler\_Bo-Berry Cobbler\_Branding\_05** | **3/3/25-3/30/25** | **ON HAND** | **25%** | **:05** |

**10:01 AM to 9:55 PM**

FOR THOSE WITH :15 INVENTORY

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Code #:** | **Title:** | **Air Dates:** | **Spot Is:** | **Rotation:** | **Length:** |
| **BOTV44695H** | **BOTV44695H\_Chicken Bo-Berry Waffles\_Both\_Branding\_15** | **3/3/25-3/30/25** | **NEW** | **100%**  **SAT-SUN** | **:15** |
| **Monday through Friday split between Supremes and Bites (Mon-Wed) OR Bojangler (Thur-Fri)** | | | | | |
| **BOTV44701H** | **BOTV44701H\_Supremes and Sauces\_6 Sauces\_Branding\_15** | **3/3/25-3/30/25** | **NEW** | **50%**  **MON-FRI** | **:15** |
| **BOTV44605H** | **BOTV44605H\_Bo Bites\_Easy Choice New PHP\_Branding\_15** | **3/3/25-3/30/25** | **ON HAND** | **50%**  **MON-WED** | **:15** |
| **BOTV44711H** | **BOTV44711H\_OG + Deluxe Bojangler\_Back & Better\_Branding\_15** | **3/3/25-3/30/25** | **NEW** | **30%**  **THUR-FRI** | **:15** |
| **BOTV44723H** | **BOTV44723H\_OG + Deluxe Bojangler\_Bojangler Envy 2025\_Branding\_15** | **3/3/25-3/30/25** | **NEW** | **20%**  **THUR-FRI** | **:15** |

**10:01 AM to 9:55 PM (continued)**

FOR THOSE WITH :10 INVENTORY

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Code #:** | **Title:** | **Air Dates:** | **Spot Is:** | **Rotation:** | **Length:** |
| **BOTV44697H** | **BOTV44697H\_Chicken Bo-Berry Waffles\_Both\_Branding\_10** | **3/3/25-3/30/25** | **NEW** | **100%**  **SAT-SUN** | **:10** |
| **Monday through Friday split between Supremes and Bites (Mon-Wed) OR Bojangler (Thur-Fri)** | | | | | |
| **BOTV44703H** | **BOTV44703H\_Supremes and Sauces\_6 Sauces\_Branding\_10** | **3/3/25-3/30/25** | **NEW** | **50%**  **MON-FRI** | **:10** |
| **BOTV44607H** | **BOTV44607H\_Bo Bites\_Easy Choice New PHP\_Branding\_10** | **3/3/25-3/30/25** | **ON HAND** | **50%**  **MON-WED** | **:10** |
| **BOTV44713H** | **BOTV44713H\_OG + Deluxe Bojangler\_Back & Better\_Branding\_10** | **3/3/25-3/30/25** | **NEW** | **30%**  **THUR-FRI** | **:10** |
| **BOTV44727H** | **BOTV44727H\_OG + Deluxe Bojangler\_Bojangler Envy 2025\_Branding\_OA\_10** | **3/3/25-3/30/25** | **NEW** | **20%**  **THUR-FRI** | **:10** |

FOR THOSE WITH :05 INVENTORY

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Code #:** | **Title:** | **Air Dates:** | **Spot Is:** | **Rotation:** | **Length:** |
| **BOTV44699H** | **BOTV44699H\_Chicken Bo-Berry Waffles\_Both\_Branding\_05** | **3/3/25-3/30/25** | **NEW** | **75%**  **SAT-SUN** | **:05** |
| **Monday through Friday split between Supremes and Bites (Mon-Wed) OR Bojangler (Thur-Fri)** | | | | | |
| **BOTV44705H** | **BOTV44705H\_Supremes and Sauces\_6 Sauces\_Branding\_05** | **3/3/25-3/30/25** | **NEW** | **40%**  **MON-FRI** | **:05** |
| **BOTV44609H** | **BOTV44609H\_Bo Bites\_Easy Choice New PHP\_Branding\_05** | **3/3/25-3/30/25** | **ON HAND** | **35%**  **MON-WED** | **:05** |
| **BOTV44715H** | **BOTV44715H\_OG + Deluxe Bojangler\_Back & Better\_Branding\_05** | **3/3/25-3/30/25** | **NEW** | **25%**  **THUR-FRI** | **:05** |
| **BOTV44729H** | **BOTV44729H\_OG + Deluxe Bojangler\_Bojangler Envy 2025\_Branding\_05** | **3/3/25-3/30/25** | **NEW** | **10%**  **THUR-FRI** | **:05** |
| **BOTV44694H** | **BOTV44694H\_Bo-Berry Cobbler\_Bo-Berry Cobbler\_Branding\_05** | **3/3/25-3/30/25** | **ON HAND** | **25%** | **:05** |

**9:56 PM – 4:59 AM**

FOR THOSE WITH :15 INVENTORY

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Code #:** | **Title:** | **Air Dates:** | **Spot Is:** | **Rotation:** | **Length:** |
| **BOTV44695H** | **BOTV44695H\_Chicken Bo-Berry Waffles\_Both\_Branding\_15** | **3/3/25-3/30/25** | **NEW** | **25%** | **:15** |
| **BOTV44701H** | **BOTV44701H\_Supremes and Sauces\_6 Sauces\_Branding\_15** | **3/3/25-3/30/25** | **NEW** | **25%** | **:15** |
| **BOTV44605H** | **BOTV44605H\_Bo Bites\_Easy Choice New PHP\_Branding\_15** | **3/3/25-3/30/25** | **ON HAND** | **25%** | **:15** |
| **BOTV44711H** | **BOTV44711H\_OG + Deluxe Bojangler\_Back & Better\_Branding\_15** | **3/3/25-3/30/25** | **NEW** | **15%** | **:15** |
| **BOTV44723H** | **BOTV44723H\_OG + Deluxe Bojangler\_Bojangler Envy 2025\_Branding\_15** | **3/3/25-3/30/25** | **NEW** | **10%** | **:15** |

FOR THOSE WITH :10 INVENTORY

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Code #:** | **Title:** | **Air Dates:** | **Spot Is:** | **Rotation:** | **Length:** |
| **BOTV44697H** | **BOTV44697H\_Chicken Bo-Berry Waffles\_Both\_Branding\_10** | **3/3/25-3/30/25** | **NEW** | **25%** | **:10** |
| **BOTV44703H** | **BOTV44703H\_Supremes and Sauces\_6 Sauces\_Branding\_10** | **3/3/25-3/30/25** | **NEW** | **25%** | **:10** |
| **BOTV44607H** | **BOTV44607H\_Bo Bites\_Easy Choice New PHP\_Branding\_10** | **3/3/25-3/30/25** | **ON HAND** | **25%** | **:10** |
| **BOTV44713H** | **BOTV44713H\_OG + Deluxe Bojangler\_Back & Better\_Branding\_10** | **3/3/25-3/30/25** | **NEW** | **15%** | **:10** |
| **BOTV44727H** | **BOTV44727H\_OG + Deluxe Bojangler\_Bojangler Envy 2025\_Branding\_OA\_10** | **3/3/25-3/30/25** | **NEW** | **10%** | **:10** |

**9:56 PM – 4:59 AM (continued)**

FOR THOSE WITH :05 INVENTORY

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Code #:** | **Title:** | **Air Dates:** | **Spot Is:** | **Rotation** | **Length:** |
| **BOTV44699H** | **BOTV44699H\_Chicken Bo-Berry Waffles\_Both\_Branding\_05** | **3/3/25-3/30/25** | **NEW** | **20%** | **:05** |
| **BOTV44705H** | **BOTV44705H\_Supremes and Sauces\_6 Sauces\_Branding\_05** | **3/3/25-3/30/25** | **NEW** | **20%** | **:05** |
| **BOTV44609H** | **BOTV44609H\_Bo Bites\_Easy Choice New PHP\_Branding\_05** | **3/3/25-3/30/25** | **ON HAND** | **20%** | **:05** |
| **BOTV44715H** | **BOTV44715H\_OG + Deluxe Bojangler\_Back & Better\_Branding\_05** | **3/3/25-3/30/25** | **NEW** | **20%** | **:05** |
| **BOTV44694H** | **BOTV44694H\_Bo-Berry Cobbler\_Bo-Berry Cobbler\_Branding\_05** | **3/3/25-3/30/25** | **ON HAND** | **20%** | **:05** |