



Buy Detail Report

Period From 8/27/2018 To 10/7/2018

Revision #: 4 Date: 3/15/2018

Client: DRAFT
Media: Radio
Product: DRAFT
Market: Louisville
Estimate: 2715
Description: 2018 DRAFT LOCAL
Flight Start Date: 3/5/2018 05:00 AM
Flight End Date: 12/30/2018 04:59 AM
Survey: 2BK SU17-FA17 MSA ARB
Buyer: Allison Virgadamo
Separation between spots: 30

Send Billing To: Ad Results Media
Ad Results Media
320 Westcott St. Ste. 101
Houston, TX 77007
Phone: 713-783-1800

Estimate Comments: Black Out Dates: 1/1, 1/15, 2/19, 5/28, 7/4, 9/3, 10/8, 11/11, 11/22 12/25. Please read the disclaimer at the bottom of order.

Revision Comments: Please book and bill to ESTIMATE #2715.

Line No	Daypart Program	Daypart Code	STN Gross									Total Spots
				Dur	Wks	8/27	9/3	9/10	9/17	9/24	10/1	
Comments: The talent fee for the personality(s) is noted below on the order. Please do not DOUBLE BOOK.												
9	MTuWThF 10:00a-12:00p Matt Jones	MD	\$600.00	60	4	4	4	4	4	4		24
10	MTuWThFSaSu 6:00a-5:59a Matt Jones Talent	T	\$205.89	60	1	1	1	1	1	1		6
11	MTuWThF 6:00a-12:00a Matt Jones Rotators	RT	\$30.00	60	5	5	5	5	5	5		30
Total Spots:					10	10	10	10	10	10		60
Total Cost:			\$16,535.34									60

Signature: _____
Please sign and email to

Disclaimer:
This schedule has been built on gross rates. Ad Results must have fair and equal rotation. Rules of the Game apply to all orders. Ad Results reserves the right of first refusal for this category 60 days from the end of this order for all radio stations and podcasts. This order is void until signed and returned to Ad Results. All changes to this order must be approved by Ad Results in writing. Ad Results is liable for payment only to the extent that we have been paid by the client. This order supersedes all previous orders for this client. – NO DOUBLE LIVES UNLESS AUTHORIZED BY AD RESULTS.***Host(s) shall not engage in any form of hate speech. Hate speech is defined as a written, visual or verbal attack a person or group on the basis of attributes such as gender, ethnic origin, religion, race, disability, or sexual orientation. Any engagement in this sort of Hate Speech shall result in immediate cancellation.



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Summary by Station/System

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Station	Total Spots	STN Gross	PCT
WKJK-AM	60	\$16,535.34	100%
Market Total:	60	\$16,535.34	



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Summary by Station/Month

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Station	Month	Total Spots	STN Gross	PCT
WKJK-AM				
	SEP 18	50	\$13,779.45	83%
	OCT 18	10	\$2,755.89	17%
Market Total:				
	SEP 18	50	\$13,779.45	83%
	OCT 18	10	\$2,755.89	17%
		60	\$16,535.34	



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Summary by Daypart

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Daypart	Total Spots	STN Gross	PCT
MD	24	\$14,400.00	87%
RT	30	\$900.00	5%
T	6	\$1,235.34	7%
Market Total:	60	\$16,535.34	