



# Buy Detail Report

Revision #: 3 Date: 3/11/2018

**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	Dur	Wks 3/19	3/26	4/2	Total Spots
WKJK-AM								
Comments: The talent fee for the personality(s) is noted below on the order. Please do not DOUBLE BOOK.								
8	ThF 10:00a-12:00p Matt Jones	MD	\$600.00	60	2	0	0	2
9	MTuWThF 10:00a-12:00p Matt Jones	MD	\$600.00	60	0	4	4	8
10	MTuWThFSaSu 6:00a-5:59a Matt Jones Talent	T	\$205.89	60	1	1	1	3
11	MTuWThF 6:00a-12:00a Matt Jones Rotators	RT	\$30.00	60	3	4	3	10
Total Spots:					6	9	8	23
Total Cost:			\$6,917.67					23

**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

Date: 3/11/2018

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Station	Total Spots	STN Gross	PCT
WKJK-AM	23	\$6,917.67	100%
Market Total:	23	\$6,917.67	



# Buy Detail Report

## Summary by Station/Month

Date: 3/11/2018

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Station	Month	Total Spots	STN Gross	PCT
WKJK-AM				
	MAR 18	6	\$1,495.89	22%
	APR 18	17	\$5,421.78	78%
Market Total:				
	MAR 18	6	\$1,495.89	22%
	APR 18	17	\$5,421.78	78%
		23	\$6,917.67	



# Buy Detail Report

## Summary by Daypart

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**Market:** Louisville

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**Survey:** 2BK SU17-FA17 MSA ARB  
**Buyer:** Allison Virgadamo

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Daypart	Total Spots	STN Gross	PCT
MD	10	\$6,000.00	87%
RT	10	\$300.00	4%
T	3	\$617.67	9%
Market Total:	23	\$6,917.67	