



Buy Detail Report

Revision #: 1 Date: 1/12/2018

Client: 2018 Provide Commerce
Media: Radio
Product: Gourmet Foods
Market: Salisbury-Ocean City

Estimate: 2577
Description: 2018 GF Local Test
Flight Start Date: 1/1/2018 05:00 AM
Flight End Date: 12/30/2018 04:59 AM
Survey: 2BK FA16+SP17 MSA ARB
Buyer: Kelsey Whittington

Owner: Clear Channel
Vendor: WWFG-FM

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

Separation between spots: 60

Phone: 410-572-6745
Fax: 410-742-2329

Format: Country

Estimate Comments: Ad Results has first right of refusal on behalf of Provide Commerce until 12/31/18 for the year 2019. Endorsers booked on multiple Provide Commerce brands may be asked to change creative between the brands.

Revision Comments: Please book and bill under estimate #2577

| Line No | Daypart Program | Daypart Code | STN Gross | Dur | Wks 1/29 | 2/5 | 2/12 | 4/30 | 5/7 | Total Spots |
|---|--|--------------|-----------|-----|-------------|-----|------|------|-----|-------------|
| WWFG-FM | | | | | | | | | | |
| Comments: The talent fee for personality(s) is noted below on the order. Please DO NOT DOUBLE BOOK. By signing this order you are giving Ad Results the First Right of Refusal until June 30, 2018. | | | | | | | | | | |
| 1 | M 6:00a-10:00a Whiskey and Randy | AM | \$345.00 | 60 | 0 | 1 | 3 | 0 | 1 | 5 |
| 2 | Tu 6:00a-10:00a Whiskey and Randy | AM | \$345.00 | 60 | 0 | 2 | 1 | 1 | 2 | 6 |
| 3 | W 6:00a-10:00a Whiskey and Randy | AM | \$345.00 | 60 | 1 | 2 | 0 | 1 | 3 | 7 |
| 4 | Th 6:00a-10:00a Whiskey and Randy | AM | \$345.00 | 60 | 1 | 3 | 0 | 2 | 3 | 9 |
| 5 | F 6:00a-10:00a Whiskey and Randy | AM | \$345.00 | 60 | 1 | 3 | 0 | 2 | 0 | 6 |
| 6 | MTuWThFSaSu 6:00a-12:00a Whiskey Talent Fee | T | \$176.47 | 60 | 1 | 1 | 0 | 1 | 1 | 4 |
| 7 | MTuWThFSaSu 6:00a-12:00a Randy Talent Fee | T | \$176.47 | 60 | 1 | 1 | 0 | 1 | 1 | 4 |

Signature: _____
 Please sign and return to nolan@adresultsmedia.com

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. 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. 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. This order supersedes all previous orders for this client. – NO DOUBLE LIVES UNLESS AUTHORIZED BY AD RESULTS.



Buy Detail Report

Revision #: 1 Date: 1/12/2018

Client: 2018 Provide Commerce
Media: Radio
Product: Gourmet Foods
Market: Salisbury-Ocean City

Estimate: 2577
Description: 2018 GF Local Test
Flight Start Date: 1/1/2018 05:00 AM
Flight End Date: 12/30/2018 04:59 AM
Survey: 2BK FA16+SP17 MSA ARB
Buyer: Kelsey Whittington

Owner: Clear Channel
Vendor: WWFG-FM

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

Separation between spots: 60

Phone: 410-572-6745
Fax: 410-742-2329

Format: Country

Estimate Comments: Ad Results has first right of refusal on behalf of Provide Commerce until 12/31/18 for the year 2019. Endorsers booked on multiple Provide Commerce brands may be asked to change creative between the brands.

Revision Comments: Please book and bill under estimate #2577

| Line No | Daypart Program | Daypart Code | STN Gross | Dur | Wks | | | | | Total Spots |
|--------------|--|--------------|---|-----|------|-----|------|------|-----|-------------|
| | | | | | 1/29 | 2/5 | 2/12 | 4/30 | 5/7 | |
| WWFG-FM | | | Comments: The talent fee for personality(s) is noted below on the order. Please DO NOT DOUBLE BOOK. By signing this order you are giving Ad Results the First Right of Refusal until June 30, 2018. | | | | | | | |
| 8 | M 3:00p- 7:00p Dave Hovel | PM | \$410.00 | 60 | 0 | 1 | 3 | 0 | 1 | 5 |
| 9 | Tu 3:00p- 7:00p Dave Hovel | PM | \$410.00 | 60 | 0 | 2 | 0 | 1 | 2 | 5 |
| 10 | W 3:00p- 7:00p Dave Hovel | PM | \$410.00 | 60 | 1 | 2 | 0 | 1 | 3 | 7 |
| 11 | Th 3:00p- 7:00p Dave Hovel | PM | \$410.00 | 60 | 1 | 3 | 0 | 2 | 3 | 9 |
| 12 | F 3:00p- 7:00p Dave Hovel | PM | \$410.00 | 60 | 1 | 3 | 0 | 2 | 0 | 6 |
| 13 | MTuWThFSaSu 6:00a-5:59a Dave Hovel Talent Fee | T | \$176.47 | 60 | 1 | 1 | 0 | 1 | 1 | 4 |
| Total Spots: | | | | | 9 | 25 | 7 | 15 | 21 | 77 |
| Total Cost: | | | \$26,622.64 | | | | | | | 77 |

Signature: _____
 Please sign and return to nolan@adresultsmedia.com

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. 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. 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. This order supersedes all previous orders for this client. – NO DOUBLE LIVES UNLESS AUTHORIZED BY AD RESULTS.



Buy Detail Report

Summary by Station/System

Date: 1/12/2018

Client: 2018 Provide Commerce
Media: Radio
Product: Gourmet Foods
Market: Salisbury-Ocean City

Estimate: 2577
Description: 2018 GF Local Test
Flight Start Date: 1/1/2018 05:00 AM
Flight End Date: 12/30/2018 04:59 AM
Survey: 2BK FA16+SP17 MSA ARB
Buyer: Kelsey Whittington

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

Separation between spots: 60

Estimate Comments: Ad Results has first right of refusal on behalf of Provide Commerce until 12/31/18 for the year 2019. Endorsers booked on multiple Provide Commerce brands may be asked to change creative between the brands.

| Station | Total Spots | STN Gross | PCT |
|---------------|-------------|-------------|------|
| WWFG-FM | 77 | \$26,622.64 | 100% |
| Market Total: | 77 | \$26,622.64 | |



Buy Detail Report

Summary by Station/Month

Date: 1/12/2018

Client: 2018 Provide Commerce
Media: Radio
Product: Gourmet Foods
Market: Salisbury-Ocean City

Estimate: 2577
Description: 2018 GF Local Test
Flight Start Date: 1/1/2018 05:00 AM
Flight End Date: 12/30/2018 04:59 AM
Survey: 2BK FA16+SP17 MSA ARB
Buyer: Kelsey Whittington

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

Separation between spots: 60

Estimate Comments: Ad Results has first right of refusal on behalf of Provide Commerce until 12/31/18 for the year 2019. Endorsers booked on multiple Provide Commerce brands may be asked to change creative between the brands.

| Station | Month | Total Spots | STN Gross | PCT |
|---------------|--------|-------------|-------------|-----|
| WWFG-FM | | | | |
| | FEB 18 | 41 | \$14,238.82 | 53% |
| | MAY 18 | 36 | \$12,383.82 | 47% |
| Market Total: | | | | |
| | FEB 18 | 41 | \$14,238.82 | 53% |
| | MAY 18 | 36 | \$12,383.82 | 47% |
| | | 77 | \$26,622.64 | |



Buy Detail Report

Summary by Daypart

Date: 1/12/2018

Client: 2018 Provide Commerce
Media: Radio
Product: Gourmet Foods
Market: Salisbury-Ocean City

Estimate: 2577
Description: 2018 GF Local Test
Flight Start Date: 1/1/2018 05:00 AM
Flight End Date: 12/30/2018 04:59 AM
Survey: 2BK FA16+SP17 MSA ARB
Buyer: Kelsey Whittington

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

Separation between spots: 60

Estimate Comments: Ad Results has first right of refusal on behalf of Provide Commerce until 12/31/18 for the year 2019. Endorsers booked on multiple Provide Commerce brands may be asked to change creative between the brands.

| Daypart | Total Spots | STN Gross | PCT |
|---------------|-------------|-------------|-----|
| AM | 33 | \$11,385.00 | 43% |
| PM | 32 | \$13,120.00 | 49% |
| T | 12 | \$2,117.64 | 8% |
| Market Total: | 77 | \$26,622.64 | |