



# Buy Detail Report

Revision #: 1 Date: 1/12/2018

**Client:** 2018 Provide Commerce  
**Media:** Radio  
**Product:** Gourmet Foods  
**Market:** Indianapolis  
**Separation between spots:** 60  
**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 Nov17-Dec17 MSA ARB PPM  
**Buyer:** Darra Hulsart

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

**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	
WOLT-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 3:00p- 7:00p Crate	PM	\$225.00	60	0	1	3	0	1	5
2	Tu 3:00p- 7:00p Crate	PM	\$225.00	60	0	2	0	1	2	5
3	W 3:00p- 7:00p Crate	PM	\$225.00	60	1	2	0	1	3	7
4	Th 3:00p- 7:00p Crate	PM	\$225.00	60	1	3	0	2	3	9
5	F 3:00p- 7:00p Crate	PM	\$225.00	60	1	3	0	2	0	6
6	MTuWThFSaSu 6:00a-12:00a Crate Talent Fee	T	\$117.65	60	1	1	1	1	1	5
Total Spots:					4	12	4	7	10	37
Total Cost:			\$7,788.25							37

**Signature:** \_\_\_\_\_  
 Please sign and fax to 713-375-0377

**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:** Indianapolis

**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 Nov17-Dec17 MSA ARB PPM  
**Buyer:** Darra Hulsart

**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
WOLT-FM	37	\$7,788.25	100%
Market Total:	37	\$7,788.25	



# Buy Detail Report

## Summary by Station/Month

Date: 1/12/2018

**Client:** 2018 Provide Commerce  
**Media:** Radio  
**Product:** Gourmet Foods  
**Market:** Indianapolis

**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 Nov17-Dec17 MSA ARB PPM  
**Buyer:** Darra Hulsart

**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
<b>WOLT-FM</b>				
	FEB 18	20	\$4,177.95	54%
	MAY 18	17	\$3,610.30	46%
<b>Market Total:</b>				
	FEB 18	20	\$4,177.95	54%
	MAY 18	17	\$3,610.30	46%
		37	\$7,788.25	



# Buy Detail Report

## Summary by Daypart

Date: 1/12/2018

**Client:** 2018 Provide Commerce  
**Media:** Radio  
**Product:** Gourmet Foods  
**Market:** Indianapolis  
  
**Separation between spots:** 60

**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 Nov17-Dec17 MSA ARB PPM  
**Buyer:** Darra Hulsart

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

**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
PM	32	\$7,200.00	92%
T	5	\$588.25	8%
Market Total:	37	\$7,788.25	