



# Buy Detail Report

Revision #: Date: 1/15/2018

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

**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:** Nolan LeGault

**Owner:** Clear Channel  
**Vendor:** WNIC-FM

**Vendor Code:** WNIC-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

**Format:** Adult Cont.

**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.

Line No	Daypart Program	Daypart Code	STN Gross								Total Spots
				Dur	Wks						
					1/29	2/5	2/12	4/30	5/7		
WNIC-FM											
Comments: Talent fees listed below in gross. Please do not double book.											
1	M 6:00a-10:00a Allyson	AM	\$365.00	60	0	1	3	0	1		5
2	Tu 6:00a-10:00a Allyson	AM	\$365.00	60	0	2	1	1	2		6
3	W 6:00a-10:00a Allyson	AM	\$365.00	60	1	2	0	1	3		7
4	Th 6:00a-10:00a Allyson	AM	\$365.00	60	1	3	0	2	3		9
5	F 6:00a-10:00a Allyson	AM	\$365.00	60	1	3	0	2	0		6
6	MTuWThFSaSu 6:00a-5:59a Allyson Talent Fee	T	\$58.82	60	3	11	4	6	9		33
Total Spots:					6	22	8	12	18		66
Total Cost:			\$13,986.06								66

**Signature:** \_\_\_\_\_  
 Please sign and fax 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.



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## Summary by Station/System

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Station	Total Spots	STN Gross	PCT
WNIC-FM	66	\$13,986.06	100%
Market Total:	66	\$13,986.06	



# Buy Detail Report

## Summary by Station/Month

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Station	Month	Total Spots	STN Gross	PCT
WNIC-FM				
	FEB 18	36	\$7,628.76	55%
	MAY 18	30	\$6,357.30	45%
Market Total:				
	FEB 18	36	\$7,628.76	55%
	MAY 18	30	\$6,357.30	45%
		66	\$13,986.06	



# Buy Detail Report

## Summary by Daypart

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Daypart	Total Spots	STN Gross	PCT
AM	33	\$12,045.00	86%
T	33	\$1,941.06	14%
Market Total:	66	\$13,986.06	