



Buy Detail Report

Revision #: 1 Date: 1/12/2018

Client: 2018 Provide Commerce
Media: Radio
Product: Gourmet Foods
Market: Madison
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 SP17-SU17 MSA ARB
Buyer: Darra Hulsart
Separation between spots: 60

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	
WTSS-AM			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.							
13	M 6:00a- 8:00a Mike Lucas	AM	\$50.00	60	0	1	3	0	1	5
14	Tu 6:00a- 8:00a Mike Lucas	AM	\$50.00	60	0	2	1	1	2	6
15	W 6:00a- 8:00a Mike Lucas	AM	\$50.00	60	1	2	0	1	3	7
16	Th 6:00a- 8:00a Mike Lucas	AM	\$50.00	60	1	3	0	2	3	9
17	F 6:00a- 8:00a Mike Lucas	AM	\$50.00	60	1	3	0	2	0	6
18	MTuWThFSaSu 6:00a-12:00a Mike Lucas Talent Fee	T	\$470.59	60	0	1	0	0	1	2
19	M 3:00p- 6:00p Mike Heller	PM	\$50.00	60	0	1	3	0	1	5

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.



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				Dur	1/29	2/5	2/12	4/30	5/7		
WTSO-AM			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.								
20	Tu 3:00p- 6:00p Mike Heller	PM	\$50.00	60	0	2	0	1	2	5	
21	W 3:00p- 6:00p Mike Heller	PM	\$50.00	60	1	2	0	1	3	7	
22	Th 3:00p- 6:00p Mike Heller	PM	\$50.00	60	1	3	0	2	3	9	
23	F 3:00p- 6:00p Mike Heller	PM	\$50.00	60	1	3	0	2	0	6	
24	MTuWThFSaSu 6:00a-12:00a Mike Heller Talent Fee	T	\$470.59	60	0	1	0	0	1	2	
Total Spots:					6	24	7	12	20	69	
Total Cost:			\$5,132.36							69	

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Buy Detail Report

Summary by Station/System

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Station	Total Spots	STN Gross	PCT
WTSO-AM	69	\$5,132.36	100%
Market Total:	69	\$5,132.36	



Buy Detail Report

Summary by Station/Month

Date: 1/12/2018

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Station	Month	Total Spots	STN Gross	PCT
WTSO-AM				
	FEB 18	37	\$2,691.18	52%
	MAY 18	32	\$2,441.18	48%
Market Total:				
	FEB 18	37	\$2,691.18	52%
	MAY 18	32	\$2,441.18	48%
		69	\$5,132.36	



Buy Detail Report

Summary by Daypart

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Daypart	Total Spots	STN Gross	PCT
AM	33	\$1,650.00	32%
PM	32	\$1,600.00	31%
T	4	\$1,882.36	37%
Market Total:	69	\$5,132.36	