



Buy Detail Report

Period From 1/29/2018 To 5/14/2018

Revision #: 1

Date: 1/12/2018

Client: 2018 Provide Commerce

Estimate: 2577

Vendor: WWSW-FM

Media: Radio

Description: 2018 GF Local Test

Product: Gourmet Foods

Flight Start Date: 1/1/2018 05:00 AM

Market: Pittsburgh

Flight End Date: 12/30/2018 04:59 AM

Separation between spots: 60

Buyer: Ashley Vallone

Phone: 412-937-1441

Fax: 412-937-0323

Format: Oldies

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: The talent fee for personality(s) is noted below on the order. PLEASE DO NOT DOUBLE BOOK.

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks	1/29	2/5	2/12	4/30	5/7	Total Spots
WWSW-FM												
1	M 3:00p- 9:00p MIKE FRAZER	RT	\$200.00	\$170.00	60	0	1	3	0	1		5
2	Tu 3:00p- 9:00p MIKE FRAZER	RT	\$200.00	\$170.00	60	0	2	0	1	2		5
3	W 3:00p- 9:00p MIKE FRAZER	RT	\$200.00	\$170.00	60	1	2	0	1	3		7
4	Th 3:00p- 9:00p MIKE FRAZER	RT	\$200.00	\$170.00	60	1	3	0	2	3		9
5	F 3:00p- 9:00p MIKE FRAZER	RT	\$200.00	\$170.00	60	1	3	0	2	0		6
6	MTuWThFSaSu 6:00a-5:59a TALENT FEE	RT	\$705.88	\$600.00	60	1	0	0	1	0		2
7	M 5:00a-10:00a JOHNNY HARTWELL	AM	\$200.00	\$170.00	60	0	1	3	0	1		5
8	Tu 5:00a-10:00a JOHNNY HARTWELL	AM	\$200.00	\$170.00	60	0	2	1	1	2		6
9	W 5:00a-10:00a JOHNNY HARTWELL	AM	\$200.00	\$170.00	60	1	2	0	1	3		7
10	Th 5:00a-10:00a JOHNNY HARTWELL	AM	\$200.00	\$170.00	60	1	3	0	2	3		9
11	F 5:00a-10:00a JOHNNY HARTWELL	AM	\$200.00	\$170.00	60	1	3	0	2	0		6
12	MTuWThFSaSu 6:00a-5:59a	RT	\$705.88	\$600.00	60	1	0	0	1	0		2



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Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 1/29	2/5	2/12	4/30	5/7	Total Spots	
WWSW-FM												
TALENT FEE												
						Total Spots:	8	22	7	14	18	69
Total Cost:			\$15,823.52	\$13,450.00							69	



Buy Detail Report

Summary by Station/System

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Station	Total Spots	STN Gross	PCT	STN Net	PCT
WWSW-FM	69	\$15,823.52	100%	\$13,450.00	100%
Market Total:	69	\$15,823.52		\$13,450.00	



Buy Detail Report

Summary by Station/Month

Period From 1/29/2018 To 5/14/2018

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Market: Pittsburgh

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Description: 2018 GF Local Test
Flight Start Date: 1/1/2018 05:00 AM
Flight End Date: 12/30/2018 04:59 AM

Separation between spots: 60
Buyer: Ashley Vallone

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	STN Net	PCT
WWSW-FM						
	FEB 18	37	\$8,411.76	53%	\$7,150.00	53%
	MAY 18	32	\$7,411.76	47%	\$6,300.00	47%
Market Total:						
	FEB 18	37	\$8,411.76	53%	\$7,150.00	53%
	MAY 18	32	\$7,411.76	47%	\$6,300.00	47%
		69	\$15,823.52		\$13,450.00	



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Summary by Daypart

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Daypart	Total Spots	STN Gross	PCT	STN Net	PCT
AM	33	\$6,600.00	42%	\$5,610.00	42%
RT	36	\$9,223.52	58%	\$7,840.00	58%
Market Total:	69	\$15,823.52		\$13,450.00	