



Buy Detail Report

Revision #: Date: 1/15/2018

Client: 2018 Provide Commerce
Media: Radio
Product: Gourmet Foods
Market: Des Moines
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 SP17-SU17 MSA ARB
Buyer: Nolan LeGault

Owner: Clear Channel
Vendor: WHO-AM
 2141 Grand Ave
 Des Moines, IA 50312
Contact: Tim Cross
E-Mail: timcross@clearchannel.com
Phone: 515-245-8960
Fax: 515-245-8902
Format: Clear Channel / News Talk

Vendor Code: WHO-AM
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.

Line No	Daypart Program	Daypart Code	STN Gross	Dur	Wks	1/29	2/5	2/12	4/30	5/7	Total Spots
WHO-AM											
Comments: Talent fees listed below in gross. Please do not double book.											
1	M 4:00p- 7:00p Simon Conway	PM	\$200.00	60	0	1	3	0	1		5
2	Tu 4:00p- 7:00p Simon Conway	PM	\$200.00	60	0	2	0	1	2		5
3	W 4:00p- 7:00p Simon Conway	PM	\$200.00	60	1	2	0	1	3		7
4	Th 4:00p- 7:00p Simon Conway	PM	\$200.00	60	1	3	0	2	3		9
5	F 4:00p- 7:00p Simon Conway	PM	\$200.00	60	1	3	0	2	0		6
6	MTuWThFSaSu 6:00a-5:59a Simon Conway Talent Fee	T	\$117.65	60	1	1	1	1	1		5
7	M 9:00a-11:00a Jeff Angelo	AM	\$185.00	60	0	1	3	0	1		5
8	Tu 9:00a-11:00a Jeff Angelo	AM	\$185.00	60	0	2	1	1	2		6

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

Disclaimer:

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WHO-AM											
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10	Th 9:00a-11:00a Jeff Angelo	AM	\$185.00	60	1	3	0	2	3		9
11	F 9:00a-11:00a Jeff Angelo	AM	\$185.00	60	1	3	0	2	0		6
12	MTuWThFSaSu 6:00a-5:59a Jeff Angelo Talent Fee	T	\$117.65	60	1	1	1	1	1		5
13	M 5:00a-10:00a Bonnie Lucas and Van Harden	AM	\$370.00	60	0	1	3	0	1		5
14	Tu 5:00a-10:00a Bonnie Lucas and Van Harden	AM	\$370.00	60	0	2	1	1	2		6
15	W 5:00a-10:00a Bonnie Lucas and Van Harden	AM	\$370.00	60	1	2	0	1	3		7
16	Th 5:00a-10:00a Bonnie Lucas and Van Harden	AM	\$370.00	60	1	3	0	2	3		9

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				Dur	Wks	1/29	2/5	2/12	4/30	5/7	
WHO-AM											
17	F 5:00a-10:00a	AM	\$370.00	60	1	3	0	2	0		6
	Bonnie Lucas and Van Harden										
18	MTuWThFSaSu 6:00a-5:59a	T	\$117.65	60	1	1	1	1	1		5
	Bonnie Lucas and Van Harden Talent Fee										
Total Spots:					12	36	14	21	30		113
Total Cost:			\$26,479.75								113

Signature:

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Buy Detail Report

Summary by Station/System

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Station	Total Spots	STN Gross	PCT
WHO-AM	113	\$26,479.75	100%
Market Total:	113	\$26,479.75	



Buy Detail Report

Summary by Station/Month

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Station	Month	Total Spots	STN Gross	PCT
WHO-AM				
	FEB 18	62	\$14,448.85	55%
	MAY 18	51	\$12,030.90	45%
Market Total:				
	FEB 18	62	\$14,448.85	55%
	MAY 18	51	\$12,030.90	45%
		113	\$26,479.75	



Buy Detail Report

Summary by Daypart

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Daypart	Total Spots	STN Gross	PCT
AM	66	\$18,315.00	69%
PM	32	\$6,400.00	24%
T	15	\$1,764.75	7%
Market Total:	113	\$26,479.75	