



# 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:** WREC-AM

**Media:** Radio

**Description:** 2018 GF Local Test

**Product:** Gourmet Foods

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

**Market:** Memphis

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

**Separation between spots:** 60

**Buyer:** Ashley Vallone

**Phone:** 901-259-1361

**Fax:** 901-259-6457

**Format:** News/Talk

**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
WREC-AM											
1	M 6:00a- 8:00a TIM VAN HORN AND KAREN PERRIN	AM	\$100.00	\$85.00	60	0	1	3	0	1	5
2	Tu 6:00a- 8:00a TIM VAN HORN AND KAREN PERRIN	AM	\$100.00	\$85.00	60	0	2	1	1	2	6
3	W 6:00a- 8:00a TIM VAN HORN AND KAREN PERRIN	AM	\$100.00	\$85.00	60	1	2	0	1	3	7
4	Th 6:00a- 8:00a TIM VAN HORN AND KAREN PERRIN	AM	\$100.00	\$85.00	60	1	3	0	2	3	9
5	F 6:00a- 8:00a TIM VAN HORN AND KAREN PERRIN	AM	\$100.00	\$85.00	60	1	3	0	2	0	6
6	MTuWThFSaSu 6:00a- 5:59a TALENT FEE	RT	\$176.47	\$150.00	60	1	1	1	1	1	5
7	M 4:00p- 7:00p BEN FERGUSON	PM	\$100.00	\$85.00	60	0	1	3	0	1	5
8	Tu 4:00p- 7:00p BEN FERGUSON	PM	\$100.00	\$85.00	60	0	2	0	1	2	5
9	W 4:00p- 7:00p BEN FERGUSON	PM	\$100.00	\$85.00	60	1	2	0	1	3	7
10	Th 4:00p- 7:00p BEN FERGUSON	PM	\$100.00	\$85.00	60	1	3	0	2	3	9
11	F 4:00p- 7:00p BEN FERGUSON	PM	\$100.00	\$85.00	60	1	3	0	2	0	6
12	MTuWThFSaSu 6:00a- 5:59a	RT	\$176.47	\$150.00	60	1	1	1	1	1	5



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						1/29	2/5	2/12	4/30	5/7	
WREC-AM											
TALENT FEE											
Total Spots:						8	24	9	14	20	75
Total Cost:			\$8,264.70	\$7,025.00							75

**Signature:** \_\_\_\_\_

Please sign and email 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.



# Buy Detail Report

## Summary by Station/System

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

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**Separation between spots:** 60  
**Buyer:** Ashley Vallone

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Station	Total Spots	STN Gross	PCT	STN Net	PCT
WREC-AM	75	\$8,264.70	100%	\$7,025.00	100%
Market Total:	75	\$8,264.70		\$7,025.00	



# Buy Detail Report

## Summary by Station/Month

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

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**Market:** Memphis

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Station	Month	Total Spots	STN Gross	PCT	STN Net	PCT
WREC-AM						
	FEB 18	41	\$4,558.82	55%	\$3,875.00	55%
	MAY 18	34	\$3,705.88	45%	\$3,150.00	45%
Market Total:						
	FEB 18	41	\$4,558.82	55%	\$3,875.00	55%
	MAY 18	34	\$3,705.88	45%	\$3,150.00	45%
		75	\$8,264.70		\$7,025.00	



# Buy Detail Report

## Summary by Daypart

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Daypart	Total Spots	STN Gross	PCT	STN Net	PCT
AM	33	\$3,300.00	40%	\$2,805.00	40%
PM	32	\$3,200.00	39%	\$2,720.00	39%
RT	10	\$1,764.70	21%	\$1,500.00	21%
Market Total:	75	\$8,264.70		\$7,025.00	