



Buy Detail Report

Revision #: Date: 1/12/2018

Client: 2018 Provide Commerce
Media: Radio
Product: Gourmet Foods
Market: Milwaukee-Racine

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: Kelsey Whittington

Owner: Clear Channel
Vendor: WISN-AM

Vendor Code: WISN-AM
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

Phone: 414-944-5144

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.

Line No	Daypart Program	Daypart Code	STN Gross								Total Spots
				Dur	Wks						
					1/29	2/5	2/12	4/30	5/7		
Comments: The talent fee for personality(s) is noted below on the order. Please DO NOT DOUBLE BOOK.											
1	M 9:00a-11:00a Dan O Donnell	MD	\$250.00	60	0	1	3	0	1		5
2	Tu 9:00a-11:00a Dan O Donnell	MD	\$250.00	60	0	2	1	1	2		6
3	W 9:00a-11:00a Dan O Donnell	MD	\$250.00	60	1	2	0	1	3		7
4	Th 9:00a-11:00a Dan O Donnell	MD	\$250.00	60	1	3	0	2	3		9
5	F 9:00a-11:00a Dan O Donnell	MD	\$250.00	60	1	3	0	2	0		6
6	MTuWThFSaSu 6:00a-5:59a Dan O Donnell Talent Fee	T	\$47.06	60	3	11	4	6	9		33
Total Spots:					6	22	8	12	18		66
Total Cost:			\$9,802.98								66

Signature: _____
 Please sign and return 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.



Buy Detail Report

Summary by Station/System

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Station	Total Spots	STN Gross	PCT
WISN-AM	66	\$9,802.98	100%
Market Total:	66	\$9,802.98	



Buy Detail Report

Summary by Station/Month

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Station	Month	Total Spots	STN Gross	PCT
WISN-AM				
	FEB 18	36	\$5,347.08	55%
	MAY 18	30	\$4,455.90	45%
Market Total:				
	FEB 18	36	\$5,347.08	55%
	MAY 18	30	\$4,455.90	45%
		66	\$9,802.98	



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Summary by Daypart

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Daypart	Total Spots	STN Gross	PCT
MD	33	\$8,250.00	84%
T	33	\$1,552.98	16%
Market Total:	66	\$9,802.98	