



# Buy Detail Report

Revision #: Date: 1/12/2018

**Client:** 2018 Provide Commerce  
**Media:** Radio  
**Product:** Gourmet Foods  
**Market:** Birmingham  
  
**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:** WMJJ-FM  
Clear Channel Birmingham  
PO BOX 406162  
Atlanta, GA 30384  
**Contact:** Dottie Cesario  
**E-Mail:** dottiecesario@clearchannel.com  
**Phone:** 813-989-2934  
**Fax:** 205-439-8390  
**Format:** Adult Cont.

**Vendor Code:** WMJJ-FM  
**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  | Wks          |      |     |      |      |     | Total Spots |
|---|--|--------------|------------|--------------|------|-----|------|------|-----|-------------|
|   |  |              |            | Dur          | 1/29 | 2/5 | 2/12 | 4/30 | 5/7 |             |
| WMJJ-FM   |  |              |            |              |      |     |      |      |     |             |
| Comments: Talent Fees listed below in gross. Please do not double book. |  |              |            |              |      |     |      |      |     |             |
| 13  | M 6:00a-10:00a<br>Hilary Mills                     | AM           | \$135.00   | 60           | 0    | 1   | 3    | 0    | 1   | 5           |
| 14  | Tu 6:00a-10:00a<br>Hilary Mills                    | AM           | \$135.00   | 60           | 0    | 2   | 1    | 1    | 2   | 6           |
| 15  | W 6:00a-10:00a<br>Hilary Mills                     | AM           | \$135.00   | 60           | 1    | 2   | 0    | 1    | 3   | 7           |
| 16  | Th 6:00a-10:00a<br>Hilary Mills                    | AM           | \$135.00   | 60           | 1    | 3   | 0    | 2    | 3   | 9           |
| 17  | F 6:00a-10:00a<br>Hilary Mills                     | AM           | \$135.00   | 60           | 1    | 3   | 0    | 2    | 0   | 6           |
| 18  | MTuWThFSaSu 6:00a-5:59a<br>Hilary Mills Talent Fee | T            | \$29.41    | 60           | 3    | 11  | 4    | 6    | 9   | 33          |
|   |  |              |            | Total Spots: | 6    | 22  | 8    | 12   | 18  | 66          |
| Total Cost:   |  |              | \$5,425.53 |              |      |     |      |      |     | 66          |

**Signature:** \_\_\_\_\_  
Please sign and fax 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

Date: 1/12/2018

**Client:** 2018 Provide Commerce  
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**Phone:** 713-783-1800

**Separation between spots:** 60

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| Station       | Total Spots | STN Gross  | PCT  |
|---------------|-------------|------------|------|
| WMJJ-FM       | 66          | \$5,425.53 | 100% |
| Market Total: | 66          | \$5,425.53 |      |



# Buy Detail Report

## Summary by Station/Month

Date: 1/12/2018

**Client:** 2018 Provide Commerce  
**Media:** Radio  
**Product:** Gourmet Foods  
**Market:** Birmingham

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**Survey:** 2BK SP17-SU17 MSA ARB  
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| Station       | Month  | Total Spots | STN Gross  | PCT |
|---------------|--------|-------------|------------|-----|
| WMJJ-FM       |        |             |            |     |
|               | FEB 18 | 36          | \$2,959.38 | 55% |
|               | MAY 18 | 30          | \$2,466.15 | 45% |
| Market Total: |        |             |            |     |
|               | FEB 18 | 36          | \$2,959.38 | 55% |
|               | MAY 18 | 30          | \$2,466.15 | 45% |
|               |        | 66          | \$5,425.53 |     |



# Buy Detail Report

## Summary by Daypart

Date: 1/12/2018

**Client:** 2018 Provide Commerce

**Media:** Radio

**Product:** Gourmet Foods

**Market:** Birmingham

**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

**Send Billing To:** Ad Results Media

Ad Results Media

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**Phone:** 713-783-1800

**Separation between spots:** 60

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| Daypart       | Total Spots | STN Gross  | PCT |
|---------------|-------------|------------|-----|
| AM            | 33          | \$4,455.00 | 82% |
| T             | 33          | \$970.53   | 18% |
| Market Total: | 66          | \$5,425.53 |     |