

# ORDER

**Orders**  
**Order / Rev:** 2471395  
**Alt Order #:** manual  
**Product Desc:** Mike Sodrel :30's  
**Estimate:** \_\_\_\_\_  
**Flight Dates:** 05/01/22 - 05/03/22  
**Original Date / Rev:** 04/29/22 / 04/29/22  
**Order Type:** General

**WHAS**  
**Primary AE:** Taylor Fritsch  
**Sales Office:** TSWAS  
**Sales Region:** NAT

**Agency**  
**Name:** Sextons Creek Productions / POL  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
1300 Pennsylvania Avenue Suite 700  
Washington, DC 20004

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/ Mike Sodrel / R / US House / IN  
**Demographic:** A25-54  
**Product Codes:** PL-Candidate: US House  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Candidate  
**Priority:** P04

**New Business End:** \_\_\_\_\_  
**Advertiser External ID:** 199599  
**Agency External ID:** 75345AG  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/03/22	32	\$8,200.00	\$6,970.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	32	\$8,200.00	\$6,970.00	0.00
<b>Totals</b>	<b>32</b>	<b>\$8,200.00</b>	<b>\$6,970.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Taylor Fritsch			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHAS	18%	\$8,200.00
Market	100%	\$45,555.56

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$37,355.56
WAVE	0%	\$0.00
WBKI	0%	\$0.00
WBNA	0%	\$0.00
WDRB	0%	\$0.00
WFTE	0%	\$0.00
WKMJ	0%	\$0.00
WKPC	0%	\$0.00
WKZT	0%	\$0.00
WLKY	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHAS	05/01/22	05/01/22	ROS EM (Su) 6-8a EM (Su) 6-8a	CM	6-8a	-----S	:30	3	\$25.00	P03	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/25/22	05/01/22	-----S	3	\$25.00	0.00								

Order / Rev: 2471395  
 Alt Order #: manual  
 Flight Dates: 05/01/22 - 05/03/22

Advertiser: POL/ Mike Sodrel / R / US House / IN  
 Product Desc: Mike Sodrel :30's  
 Estimate: WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	-----S		3				\$25.00		0.00			
N 2	WHAS	05/01/22	05/01/22	Good Morning America Su Good Morning America Su	CM	8-9a	-----S	:30	2	\$75.00	P03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	-----S		2				\$75.00		0.00			
N 3	WHAS	05/01/22	05/01/22	This Week Su This Week Su	CM	9-10a	-----S	:30	2	\$150.00	P03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	-----S		2				\$150.00		0.00			
N 4	WHAS	05/02/22	05/03/22	Local News @ 6a M-F Local News @ 6a M-F	CM	5:58 AM-6:30 AM (5:58 AM-6:30 AM)	MT-----	:30	2	\$125.00	P03	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	MT-----		2				\$125.00		0.00			
N 5	WHAS	05/02/22	05/03/22	Local News @ 6a M-F Local News @ 6a M-F	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	MT-----	:30	2	\$125.00	P03	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	MT-----		2				\$125.00		0.00			
N 6	WHAS	05/02/22	05/03/22	Good Morning America Good Morning America	CM	6:57 AM-8:00 AM (6:57 AM-8:00 AM)	MT-----	:30	3	\$200.00	P03	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	MT-----		3				\$200.00		0.00			
N 7	WHAS	05/02/22	05/03/22	Good Morning America Good Morning America	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MT-----	:30	2	\$200.00	P03	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	MT-----		2				\$200.00		0.00			
N 8	WHAS	05/02/22	05/03/22	Local News @ 4p M-F Local News @ 4p M-F	CM	3:58 PM-4:30 PM (3:58 PM-4:30 PM)	MT-----	:30	2	\$125.00	P02	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	MT-----		2				\$125.00		0.00			
N 10	WHAS	05/02/22	05/03/22	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	MT-----	:30	2	\$200.00	P03	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	MT-----		2				\$200.00		0.00			
N 11	WHAS	05/02/22	05/02/22	Local News @ 530p M-F Local News @ 530p M-F	CM	530-6p	M-----	:30	1	\$225.00	P03	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	M-----		1				\$225.00		0.00			
N 12	WHAS	05/02/22	05/03/22	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	MT-----	:30	1	\$400.00	P02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	MT-----		1				\$400.00		0.00			
N 13	WHAS	05/02/22	05/02/22	ABC World News ABC World News	CM	630-7p	M-----	:30	1	\$800.00	P03	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	M-----		1				\$800.00		0.00			
N 14	WHAS	05/02/22	05/02/22	Mon Prime A Americal Idol	CM	8-9p	M-----	:30	2	\$800.00	P03	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	M-----		2				\$800.00		0.00			
N 15	WHAS	05/01/22	05/01/22	Sun Prime Other 2nd H Sun Prime Other 2nd Prgm	CM	6-10p	-----S	:30	2	\$875.00	P03	0.00	NM	2	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	-----S		2				\$875.00		0.00			
N 16	WHAS	05/01/22	05/01/22	Sun Prime D The ROokie	CM	10-11p	-----S	:30	2	\$300.00	P04	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	-----S		2				\$300.00		0.00			
N 17	WHAS	05/02/22	05/03/22		CM	4:30 PM-5:00 PM		:30	1	\$125.00	P02	0.00	NM	1	\$125.00

Order / Rev: 2471395  
 Alt Order #: manual  
 Flight Dates: 05/01/22 - 05/03/22

Advertiser: POL/ Mike Sodrel / R / US House / IN  
 Product Desc: Mike Sodrel :30's  
 Estimate: \_\_\_\_\_  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 4p M-F			M-----								
				Local News @ 4p M-F		(4:30 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/02/22	05/08/22	M-----		1				\$125.00		0.00			
N 18	WHAS	05/01/22	05/01/22	MacGyver 135-235a Su	CM	135-235a	-----S	:30	1	\$10.00	P04	0.00	NM	1	\$10.00
				MacGyver 135-235a Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/25/22	05/01/22	-----S		1				\$10.00		0.00			
N 19	WHAS	05/02/22	05/02/22	ET 106-136a	CM	106-136a	M-----	:30	1	\$15.00	P04	0.00	NM	1	\$15.00
				Enter Tnt 106-136											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/02/22	05/08/22	M-----		1				\$15.00		0.00			
													Totals	32	\$8,200.00