

# ORDER

**Orders**  
**Order / Rev:** 2450939  
 Alt Order #: WOC13554183  
 Product Desc: KY-3  
 Estimate: 9449  
 Flight Dates: 03/29/22 - 04/04/22  
 Original Date / Rev: 03/28/22 / 03/28/22  
 Order Type: General

**WHAS**  
 Primary AE: Lindsay Corbus  
 Sales Office: TSATL  
 Sales Region: NAT

**Agency**  
**Name:** Canal Partners Media / POL  
 Buying Contact:  
 Billing Contact:  
 900 Circle 75 Pkwy, Suite 1650  
 Atlanta, GA 30339

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

**Advertiser**  
**Name:** POL/ Morgan McGarvey / D / US House  
 Demographic: A35+  
 Product Codes: PL-Candidate: US House  
 Revenue Code 1: AGY  
 Revenue Code 2: (POL) Political  
 Revenue Code 3: (POL) Candidate

New Business Thru:  
 Advertiser External ID: 199204  
 Agency External ID: 20042AG  
 Unit Code: General

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 03/28/22   | 04/04/22 | 20      | \$2,920.00   | \$2,482.00 |

**Totals**

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| April 2022    | 20        | \$2,920.00        | \$2,482.00        | 0.00        |
| <b>Totals</b> | <b>20</b> | <b>\$2,920.00</b> | <b>\$2,482.00</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Lindsay Corbus    |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|        | Share | Total       |
|--------|-------|-------------|
| WHAS   | 16%   | \$2,920.00  |
| Market | 100%  | \$18,250.00 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| UNKWN | 84%   | \$15,330.00 |
| 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 | 03/29/22          | 04/04/22        | Good Morning America | CM                | 7-9a           | 11111--       | :30 | 5     | \$120.00 | P04 | 0.00 | NM   | 5     | \$600.00 |
|     |      |                   |                 | GOOD MORNING AMERICA |                   |                |               |     |       |          |     |      |      |       |          |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      | <u>Spots/Week</u> | <u>Rate</u>    | <u>Rating</u> |     |       |          |     |      |      |       |          |
|     |      | Week: 03/29/22    | 04/04/22        | 11111--              | 5                 | \$120.00       | 0.00          |     |       |          |     |      |      |       |          |

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 Estimate: 9449  
**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: 03/29/22    | 04/04/22        | 11111--                                 |       |                |         |     | 5                 | \$120.00    |     | 0.00          |        |       |            |
| N 2 | WHAS | 03/29/22          | 04/04/22        | The View<br>THE VIEW                    | CM    | 11-12p         | 11111-- | :30 | 5                 | \$50.00     | P04 | 0.00          | NM     | 5     | \$250.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
|     |      | Week: 03/29/22    | 04/04/22        | 11111--                                 |       |                |         |     | 5                 | \$50.00     |     | 0.00          |        |       |            |
| N 3 | WHAS | 03/29/22          | 04/04/22        | General Hospital<br>GENERAL HOSPITAL    | CM    | 2-3p           | 11111-- | :30 | 5                 | \$50.00     | P04 | 0.00          | NM     | 5     | \$250.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
|     |      | Week: 03/29/22    | 04/04/22        | 11111--                                 |       |                |         |     | 5                 | \$50.00     |     | 0.00          |        |       |            |
| N 4 | WHAS | 03/29/22          | 04/01/22        | Local News @ 6p M-F<br>WHAS11 NEWS @ 6p | CM    | 6-630p         | --1-1-- | :30 | 2                 | \$160.00    | P04 | 0.00          | NM     | 2     | \$320.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
|     |      | Week: 03/28/22    | 04/03/22        | --1-1--                                 |       |                |         |     | 2                 | \$160.00    |     | 0.00          |        |       |            |
| N 5 | WHAS | 03/29/22          | 04/04/22        | ABC World News<br>ABC WORLD NEWS        | CM    | 630-7p         | 11-1--- | :30 | 3                 | \$500.00    | P04 | 0.00          | NM     | 3     | \$1,500.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
|     |      | Week: 03/29/22    | 04/04/22        | 11-1---                                 |       |                |         |     | 3                 | \$500.00    |     | 0.00          |        |       |            |
|     |      |                   |                 |   |       |                |         |     |                   |             |     |               | Totals | 20    | \$2,920.00 |