

ORDER

Orders
Order / Rev: 2468793
Alt Order #: WOC13586093
Product Desc: TV
Estimate: 1676
Flight Dates: 04/27/22 - 05/17/22
Original Date / Rev: 04/26/22 / 04/26/22
Order Type: General

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

Agency
Name: Medium Buying LLC / POL
Buying Contact: _____
Billing Contact: _____
815 Grandview Ave Ste 600
Columbus, OH 43215

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

Advertiser
Name: POL/ Stuart Ray / R / US House / KY
Demographic: A55+
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: 199736
Agency External ID: 39784AG
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/17/22	45	\$16,815.00	\$14,292.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	45	\$16,815.00	\$14,292.75	0.00
Totals	45	\$16,815.00	\$14,292.75	0.00

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	15%	\$16,815.00
Market	100%	\$112,100.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$95,285.00
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	04/27/22	05/17/22	Good Morning America	CM	7:00 AM-8:00 AM	MTWTF--	:30	3	\$200.00	P03	0.00	NM	9	\$1,800.00
GOOD MORNING AMERICA 7(7:00 AM-8:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/27/22	05/03/22	MTWTF--		3		\$200.00		0.00					
		Week: 05/04/22	05/10/22	MTWTF--		3		\$200.00		0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	04/27/22	05/17/22	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	530-6p	MTWTF--	:30	3	\$225.00	P03	0.00	NM	9	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/27/22	05/03/22	MTWTF--					3	\$200.00		0.00			
		Week: 05/04/22	05/10/22	MTWTF--					3	\$200.00		0.00			
		Week: 05/11/22	05/17/22	MTWTF--					3	\$200.00		0.00			
N 3	WHAS	04/27/22	05/17/22	ABC World News ABC WORLD NEWS	CM	630-7p	MTWTF--	:30	3	\$800.00	P03	0.00	NM	9	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/27/22	05/03/22	MTWTF--					3	\$225.00		0.00			
		Week: 05/04/22	05/10/22	MTWTF--					3	\$225.00		0.00			
		Week: 05/11/22	05/17/22	MTWTF--					3	\$225.00		0.00			
N 5	WHAS	04/27/22	05/14/22	ABC World News Sa ABC WORLD NEWS SAT	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-----S-	:30	1	\$400.00	P04	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/27/22	05/03/22	-----					0	\$0.00		0.00			
		Week: 05/04/22	05/10/22	-----S-					1	\$400.00		0.00			
		Week: 05/11/22	05/17/22	-----S-					1	\$400.00		0.00			
N 6	WHAS	04/27/22	05/15/22	ABC World News Su ABC WORLD NEWS SUN	CM	6-630p	-----S	:30	1	\$800.00	P03	0.00	NM	3	\$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: 04/27/22	05/03/22	-----S					1	\$800.00		0.00			
		Week: 05/04/22	05/10/22	-----S					1	\$800.00		0.00			
		Week: 05/11/22	05/17/22	-----S					1	\$800.00		0.00			
N 7	WHAS	04/27/22	05/15/22	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	-----S	:30	1	\$250.00	P03	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/27/22	05/03/22	-----S					1	\$250.00		0.00			
		Week: 05/04/22	05/10/22	-----S					1	\$250.00		0.00			
		Week: 05/11/22	05/17/22	-----S					1	\$250.00		0.00			
N 8	WHAS	04/27/22	05/15/22	Local News @ 11p Su WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	-----S	:30	1	\$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: 04/27/22	05/03/22	-----S					1	\$200.00		0.00			
		Week: 05/04/22	05/10/22	-----S					1	\$200.00		0.00			
		Week: 05/11/22	05/17/22	-----S					1	\$200.00		0.00			
N 9	WHAS	04/27/22	05/15/22	Local News @ 11p M-F Local News @ 11p M-F	CM	11-1135p	MTWTF--	:30	2	\$200.00	P03	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/27/22	05/03/22	M-----					1	\$200.00		0.00			
		Week: 05/04/22	05/10/22	-T-T---					2	\$200.00		0.00			
		Week: 05/11/22	05/17/22	--W-F--					2	\$200.00		0.00			
N 10	WHAS	04/27/22	05/03/22	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	1	\$200.00	P03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/27/22	05/03/22	MTWTF--					1	\$200.00		0.00			
N 11	WHAS	04/27/22	05/03/22	Local News @ 5a M-F Local News @ 5a M-F	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	MTWTF--	:30	1	\$40.00	P03	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/27/22	05/03/22	MTWTF--					1	\$40.00		0.00			
													Totals	45	\$16,815.00