

ORDER

Orders
Order / Rev: 2464554
Alt Order #: WOC13578492
Product Desc: candidate
Estimate: 10564
Flight Dates: 04/19/22 - 04/25/22
Original Date / Rev: 04/15/22 / 04/15/22
Order Type: General

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

Agency
Name: GMMB - Greer Margolis Mitchell / POL
Buying Contact: _____
Billing Contact: _____
3050 K St NW
Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: POL/ Craig Greenberg / D / Mayor / KY
Demographic: A55+
Product Codes: PL-Candidate: City Mayor (LUR)
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Candidate
Priority: P04

New Business End: _____
Advertiser External ID: 199378
Agency External ID: 1700AGY
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/18/22	04/24/22	21	\$2,935.00	\$2,494.75
04/25/22	05/01/22	2	\$320.00	\$272.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	21	\$2,935.00	\$2,494.75	0.00
May 2022	2	\$320.00	\$272.00	0.00
Totals	23	\$3,255.00	\$2,766.75	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%	\$3,255.00
Market	100%	\$21,700.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$18,445.00
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	04/19/22	04/25/22	Local News @ 6a M-F GMK @ 6A	CM	6-7a	MTWTF--	:30	1	\$80.00	P04	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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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: 04/19/22	04/25/22	MTWTF--		1				\$80.00		0.00			
N 2	WHAS	04/19/22	04/25/22	Good Morning America CM GOOD MORNING AMERICA		7-9a	MTWTF--	:30	2	\$120.00	P04	0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/19/22	04/25/22	MTWTF--		2				\$120.00		0.00			
N 3	WHAS	04/19/22	04/23/22	Good Morning America \$M GOOD MORNING AMERICA		7-9a	-----S-	:30	1	\$45.00	P04	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	-----S-		1				\$45.00		0.00			
N 4	WHAS	04/19/22	04/24/22	Good Morning America \$M GOOD MORNING AMERICA		8-9a	-----S	:30	1	\$75.00	P03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	-----S		1				\$75.00		0.00			
N 5	WHAS	04/19/22	04/25/22	The View CM THE VIEW		11-12p	MTWTF--	: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: 04/19/22	04/25/22	MTWTF--		2				\$75.00		0.00			
N 6	WHAS	04/19/22	04/25/22	Local News @ 12p M-F CM WHAS11 NEWS AT NOON		12-1p	MTWTF--	: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: 04/19/22	04/25/22	MTWTF--		2				\$75.00		0.00			
N 7	WHAS	04/19/22	04/25/22	GMA3 CM GMA3		1-2p	MTWTF--	:30	1	\$75.00	P03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/19/22	04/25/22	MTWTF--		1				\$75.00		0.00			
N 8	WHAS	04/19/22	04/25/22	Local News @ 5p M-F CM WHAS11 NEWS @ 5p		5-530p	MTWTF--	: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: 04/19/22	04/25/22	MTWTF--		2				\$200.00		0.00			
N 9	WHAS	04/19/22	04/25/22	Local News @ 530p M-FCM WHAS11 NEWS @ 530P		530-6p	MTWTF--	: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: 04/19/22	04/25/22	MTWTF--		1				\$225.00		0.00			
N 10	WHAS	04/19/22	04/25/22	Local News @ 6p M-F CM WHAS11 NEWS @ 6p		6-630p	MTWTF--	:30	2	\$250.00	P03	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/19/22	04/25/22	MTWTF--		2				\$250.00		0.00			
N 11	WHAS	04/19/22	04/23/22	Local News @ 630p Sa CM WHAS11 NEWS @ 6:30p		630-7p	-----S-	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	-----S-		1				\$125.00		0.00			
N 12	WHAS	04/19/22	04/24/22	Local News @ 630p Su CM WHAS11 NEWS SUNDAY		630-7p	-----S	:30	1	\$160.00	P04	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	-----S		1				\$160.00		0.00			
N 13	WHAS	04/19/22	04/25/22	ET 7-730p CM ENTERTAINMENT TONIGHT		7-730p	MTWTF--	:30	1	\$250.00	P03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/19/22	04/25/22	MTWTF--		1				\$250.00		0.00			
N 14	WHAS	04/19/22	04/25/22	Inside Ed 730-8p CM INSIDE EDITION		730-8p	MTWTF--	:30	1	\$250.00	P03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/19/22	04/25/22	MTWTF--		1				\$250.00		0.00			
N 15	WHAS	04/19/22	04/24/22	Sun Prime A CM AMERICA'S FUNNIEST HOME(7:58 PM-8:00 PM)		7:58 PM-8:00 PM	-----S	:30	1	\$300.00	P04	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	-----S		1				\$300.00		0.00			
N 16	WHAS	04/19/22	04/25/22		CM	11-1135p		:30	1	\$120.00	P04	0.00	NM	1	\$120.00

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				LN (M-Su)			MTWTF-S								
				WHAS11 NEWS AT 11 M-F/SU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/19/22	04/25/22	MTWTF-S	1	\$120.00	0.00								
N 17	WHAS	04/19/22	04/23/22	Local News @ 11p Sa	CM	11-1135p	-----S-	:30	1	\$90.00	P04	0.00	NM	1	\$90.00
				WHAS11 NEWS AT 11 SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/18/22	04/24/22	-----S-	1	\$90.00	0.00								
N 18	WHAS	04/19/22	04/23/22	Nightline	CM	1237-106a	-TWTF--	:30	1	\$20.00	P04	0.00	NM	1	\$20.00
				Nightline											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/18/22	04/24/22	-TWTF--	1	\$20.00	0.00								
													Totals	23	\$3,255.00