

# ORDER

**Orders**  
**Order / Rev:** 2428694  
 Alt Order #: WOC13484131  
 Product Desc: CANDIDATE  
 Estimate: 2832  
 Flight Dates: 03/14/22 - 03/21/22  
 Original Date / Rev: 03/11/22 / 03/21/22  
 Order Type: General

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

**Agency**  
**Name:** Hulsen Media Services / POL  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
2400 Laramie Trail  
Austin, TX 78745

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

**Advertiser**  
**Name:** POL/ David Nicholson / D / Mayor / KY  
 Demographic: A50+  
 Product Codes: PL-Candidate: City Mayor (LUR)  
 Revenue Code 1: AGY  
 Revenue Code 2: (POL) Political  
 Revenue Code 3: (POL) Candidate

New Business Thru: \_\_\_\_\_  
 Advertiser External ID: 198872  
 Agency External ID: 20106AG  
 Unit Code: General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/28/22	03/21/22	30	\$6,500.00	\$5,525.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	30	\$6,500.00	\$5,525.00	120.00
<b>Totals</b>	<b>30</b>	<b>\$6,500.00</b>	<b>\$5,525.00</b>	<b>120.00</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	16%	\$6,500.00
Market	100%	\$40,625.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	84%	\$34,125.00
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	03/15/22	03/21/22	Local News @ 6a M-F	CM	6-7a	1111---	:30	4	\$125.00	P03	2.30	NM	4	\$500.00
				WHAS11 WAKE UP NEWS @ €											
2.5*.90															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		03/14/22	03/20/22	-111---	3	\$125.00	2.30								

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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	03/16/22	03/18/22	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-- 111--	:30	3	\$200.00	P03	3.30	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: 03/14/22	03/20/22	- 111--					3	\$125.00		2.30																																																																									
		Week: 03/21/22	03/27/22	1-----					1	\$125.00		2.30																																																																									
		3.9*.85																																																																																			
N 3	WHAS	03/14/22	03/19/22	Local News @ 9a Sa WAKE UP WEEKEND 9-10A	CM	9-10a	----- 1-	:30	1	\$75.00	P03	3.30	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: 03/14/22	03/20/22	-- 111--					3	\$200.00		3.30																																																																									
		3.9*.85																																																																																			
N 4	WHAS	03/14/22	03/20/22	This Week Su THIS WEEK	CM	9-10a	----- 1	:30	1	\$150.00	P03	3.00	NM	1	\$150.00																																																																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>																																																																									
		Week: 03/14/22	03/20/22	----- 1					1	\$150.00		3.00																																																																									
		3.0																																																																																			
N 5	WHAS	03/15/22	03/21/22	The View THE VIEW	CM	11-12p	11- 1---	:30	3	\$75.00	P03	2.20	NM	3	\$225.00																																																																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>																																																																									
		Week: 03/14/22	03/20/22	- 1- 1---					2	\$75.00		2.20																																																																									
		Week: 03/21/22	03/27/22	1-----					1	\$75.00		2.20																																																																									
		2.4*.90																																																																																			
N 6	WHAS	03/15/22	03/19/22	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	- 1111--	:30	4	\$250.00	P03	5.60	NM	4	\$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: 03/14/22	03/20/22	- 1111--					4	\$250.00		5.60																																																																									
		7.0*.80																																																																																			
N 7	WHAS	03/14/22	03/20/22	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	----- 1	:30	1	\$250.00	P03	6.30	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: 03/14/22	03/20/22	----- 1					1	\$250.00		6.30																																																																									
		7.4*.85																																																																																			
N 8	WHAS	03/16/22	03/21/22	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	1- 1- 1--	:30	3	\$250.00	P03	5.10	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: 03/14/22	03/20/22	-- 1- 1--					2	\$250.00		5.10																																																																									
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		6.0*.85																																																																																			
N 9	WHAS	03/14/22	03/18/22	Fri Prime A SHARK TANK FRI (8:00 PM-9:00 PM)	CM	8:00 PM-9:00 PM	---- 1--	:30	1	\$475.00	P03	4.10	NM	1	\$475.00																																																																						
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>																																																																									
		Week: 03/14/22	03/20/22	---- 1--					1	\$475.00		4.10																																																																									
		MUST RUN IN INSIDE POSITION - 4.5*.90																																																																																			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>																																																																									
		Week: 03/14/22	03/20/22	---- 1--					1	\$475.00		4.10																																																																									
		<table border="0"> <tr> <td><u>Spot</u></td> <td><u>Ch</u></td> <td><u>Date Range</u></td> <td><u>Description</u></td> <td><u>Start/End Time</u></td> <td><u>Weekdays</u></td> <td><u>Length</u></td> <td><u>Rate</u></td> <td><u>Rtg</u></td> <td><u>Type</u></td> </tr> <tr> <td>1</td> <td>WHAS</td> <td>03/14/22-03/20/22</td> <td>Fri Prime A</td> <td>8:00 PM-9:00 PM</td> <td>P-----F----</td> <td>:30</td> <td><del>(\$475.00)</del></td> <td>4.10</td> <td>NM</td> </tr> <tr> <td colspan="10">See MG 9.2</td> </tr> <tr> <td colspan="10">[Recon Preempt-Other: DNA breaking weather tornado warning]</td> </tr> <tr> <td>2</td> <td>WHAS</td> <td>03/21/22-03/21/22</td> <td>Mon Prime C</td> <td>10-11p</td> <td>M-----</td> <td>:30</td> <td>\$475.00</td> <td>4.10</td> <td>NM</td> </tr> <tr> <td colspan="10">Ⓜ MG for 9.1 03/18</td> </tr> <tr> <td colspan="10">[Approved 3/21]</td> </tr> </table>														<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	1	WHAS	03/14/22-03/20/22	Fri Prime A	8:00 PM-9:00 PM	P-----F----	:30	<del>(\$475.00)</del>	4.10	NM	See MG 9.2										[Recon Preempt-Other: DNA breaking weather tornado warning]										2	WHAS	03/21/22-03/21/22	Mon Prime C	10-11p	M-----	:30	\$475.00	4.10	NM	Ⓜ MG for 9.1 03/18										[Approved 3/21]									
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>																																																																												
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[Approved 3/21]																																																																																					
N 10	WHAS	03/14/22	03/20/22	Sun Prime Other 2nd Half Sun Prime Other 2nd Prgm (8:00 PM-10:00 PM)	CM	8:00 PM-10:00 PM	----- 1	:30	1	\$875.00	P03	8.80	NM	1	\$875.00																																																																						
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N 11	WHAS	03/15/22	03/20/22	LN (M-Su) WHAS11 NEWS AT 11	CM	11-1135p	- 111-- 1	:30	4	\$200.00	P03	3.80	NM	4	\$800.00																																																																						
		<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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N 12	WHAS	03/14/22	03/19/22	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT	CM	11-1135p	-----1-	:30	1	\$150.00	P03	3.20	NM	1	\$150.00
		3.8*.85													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/14/22	03/20/22	-----1-		1				\$150.00		3.20			
N 13	WHAS	03/21/22	03/21/22	Good Morning America GOOD MORNING AMERICA	CM	7-9a	1-----	:30	1	\$200.00	P03	3.30	NM	1	\$200.00
		3.9*.85													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/21/22	03/27/22	1-----		1				\$200.00		3.30			
N 14	WHAS	03/21/22	03/21/22	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	1-----	:30	1	\$250.00	P03	5.60	NM	1	\$250.00
		7.0*.80													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/21/22	03/27/22	1-----		1				\$250.00		5.60			
N 15	WHAS	03/21/22	03/21/22	LN (M-Su) WHAS11 NEWS AT 11	CM	11-1135p	1-----	:30	1	\$200.00	P03	3.80	NM	1	\$200.00
		4.5*.85													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/21/22	03/27/22	1-----		1				\$200.00		3.80			
													Totals	30	\$6,500.00