

ORDER

Orders
Order / Rev: 2463532
 Alt Order #: WOC13575991
 Product Desc: CANDIDATE
 Estimate: 2864
 Flight Dates: 04/19/22 - 04/25/22
 Original Date / Rev: 04/14/22 / 04/14/22
 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
 Priority: P04

New Business End: _____
 Advertiser External ID: 198872
 Agency External ID: 20106AG
 Unit Code: General
 Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/24/22	15	\$2,360.00	\$2,006.00
04/25/22	04/25/22	5	\$815.00	\$692.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	15	\$2,360.00	\$2,006.00	61.60
May 2022	5	\$815.00	\$692.75	20.90
Totals	20	\$3,175.00	\$2,698.75	82.50

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	9%	\$3,175.00
Market	100%	\$35,277.78

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	91%	\$32,102.78
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	Good Morning America	CM	7:00 AM-8:00 AM	11111--	:30	5	\$120.00	P04	3.30	NM	5	\$600.00
				GOOD MORNING AMERICA 7(7:00 AM-8:00 AM)											

3.9*.85

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 Estimate: 2864
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	04/19/22	04/25/22	Local News @ 12p M-F	CM	12-1p	1-1-1--	:30	3	\$75.00	P03	3.10	NM	3	\$225.00
				WHAS11 NEWS AT NOON											
				was \$50 3.7*.85											
		<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	-1111--					4	\$120.00		3.30			
		Week: 04/25/22	05/01/22	1-----					1	\$120.00		3.30			
N 3	WHAS	04/19/22	04/25/22	Local News @ 6p M-F	CM	6-630p	1111---	:30	4	\$250.00	P03	5.60	NM	4	\$1,000.00
				WHAS11 NEWS @ 6p											
				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: 04/18/22	04/24/22	--1-1--					2	\$75.00		3.10			
		Week: 04/25/22	05/01/22	1-----					1	\$75.00		3.10			
N 4	WHAS	04/19/22	04/25/22	ET 7-730p	CM	7-730p	1-1-1--	:30	3	\$250.00	P03	5.10	NM	3	\$750.00
				ENTERTAINMENT TONIGHT											
				was \$150 6.0*.85											
		<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	--1-1--					2	\$250.00		5.10			
		Week: 04/25/22	05/01/22	1-----					1	\$250.00		5.10			
N 5	WHAS	04/19/22	04/25/22	LN (M-Su)	CM	11-1135p	1111---	:30	4	\$120.00	P04	3.80	NM	4	\$480.00
				WHAS11 NEWS AT 11 M-F/SU											
				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: 04/18/22	04/24/22	-111---					3	\$120.00		3.80			
		Week: 04/25/22	05/01/22	1-----					1	\$120.00		3.80			
N 6	WHAS	04/19/22	04/24/22	Local News @ 11p Su	CM	11-1135p	-----1	:30	1	\$120.00	P04	3.80	NM	1	\$120.00
				WHAS11 NEWS AT 11 M-F/SU											
				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: 04/18/22	04/24/22	-----1					1	\$120.00		3.80			
													Totals	20	\$3,175.00