

# ORDER

**Orders**  
**Order / Rev:** 2467679  
**Alt Order #:** WOC13584387  
**Product Desc:** CANDIDATE  
**Estimate:** 2876  
**Flight Dates:** 04/25/22 - 05/08/22  
**Original Date / Rev:** 04/22/22 / 04/22/22  
**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:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/02/22	20	\$3,315.00	\$2,817.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	20	\$3,315.00	\$2,817.75	80.80
<b>Totals</b>	<b>20</b>	<b>\$3,315.00</b>	<b>\$2,817.75</b>	<b>80.80</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	15%	\$3,315.00
Market	100%	\$22,100.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$18,785.00
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	05/02/22	Good Morning America	CM	7:00 AM-8:00 AM	1-11---	:30	3	\$200.00	P03	3.30	NM	3	\$600.00
				GOOD MORNING AMERICA 7(7:00 AM-8:00 AM)											
				now \$200 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: 04/25/22	05/01/22	--11---	2	\$200.00	3.30						

Order / Rev: 2467679  
 Alt Order #: WOC13584387  
 Flight Dates: 04/25/22 - 05/08/22

Advertiser: POL/ David Nicholson / D / Mayor / KY  
 Product Desc: CANDIDATE  
 Estimate: 2876  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	04/25/22	04/30/22	Local News @ 6a Sa	CM	6-7a	-----1-	:30	1	\$20.00	P04	1.10	NM	1	\$20.00
				WAKE UP WEEKEND 6-7A											
				1.3*.85											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	--11---		2				\$200.00		3.30			
		Week: 05/02/22	05/08/22	1-----		1				\$200.00		3.30			
N 3	WHAS	04/27/22	05/02/22	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: 04/25/22	05/01/22	-----1-		1				\$20.00		1.10			
N 4	WHAS	04/26/22	05/02/22	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: 04/25/22	05/01/22	-111---		3				\$250.00		5.60			
		Week: 05/02/22	05/08/22	1-----		1				\$250.00		5.60			
N 5	WHAS	04/26/22	05/02/22	ET 7-730p	CM	7-730p	1-11---	: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: 04/25/22	05/01/22	--11---		2				\$250.00		5.10			
		Week: 05/02/22	05/08/22	1-----		1				\$250.00		5.10			
N 6	WHAS	04/26/22	05/01/22	Local News @ 11p M-F	CM	11:00 PM-11:35 PM	111---	:30	3	\$200.00	P03	3.80	NM	3	\$600.00
				WHAS11 NEWS AT 11 M-F/SU(11:00 PM-11:35 PM)											
				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: 04/25/22	05/01/22	-111---		3				\$200.00		3.80			
		<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>		
		3	WHAS	04/25/22-05/01/22	Local News @ 11p M-F DB	Various	---Th----	:30		\$200.00		3.80	NM		
N 7	WHAS	04/27/22	05/02/22	Local News @ 5a M-F	CM	5:30 AM-6:00 AM	1-11---	:30	3	\$40.00	P04	3.80	NM	3	\$120.00
				Local News @ 5a M-F (5:30 AM-6:00 AM)											
				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: 04/25/22	05/01/22	--11---		2				\$40.00		3.80			
		Week: 05/02/22	05/08/22	1-----		1				\$40.00		3.80			
													Totals	20	\$3,315.00