

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
Totals	20	\$3,315.00	\$2,817.75	80.80

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								

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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