

ORDER

Orders
Order / Rev: 2477340
Alt Order #: WOC13604378
Product Desc: CANDIDATE
Estimate: 2977
Flight Dates: 05/09/22 - 05/22/22
Original Date / Rev: 05/13/22 / 05/13/22
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	05/17/22	15	\$2,475.00	\$2,103.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	15	\$2,475.00	\$2,103.75	48.60
Totals	15	\$2,475.00	\$2,103.75	48.60

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	10%	\$2,475.00
Market	100%	\$24,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$22,275.00
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	05/16/22	05/17/22	Local News @ 6a M-F	CM	6-7a	11-----	:30	2	\$125.00	P03	2.30	NM	2	\$250.00
				WHAS11 WAKE UP NEWS @ (6:00 AM-6:30 AM)											
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:		05/16/22	05/22/22	11-----			2	\$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	05/16/22	05/17/22	Good Morning America	CM	7-9a	-1-----	:30	1	\$200.00	P03	3.30	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	11-----					2	\$125.00		2.30			
		GOOD MORNING AMERICA 7(7:00 AM-8:00 AM)													
		3.9*.85													
N 3	WHAS	05/16/22	05/17/22	Good Morning America	CM	7-9a	11-----	:30	2	\$200.00	P03	3.30	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: 05/16/22	05/22/22	-1-----					1	\$200.00		3.30			
		GOOD MORNING AMERICA 8(8:00 AM-9:00 AM)													
		3.9*.85													
N 4	WHAS	05/09/22	05/14/22	Good Morning America	CM	7-9a	-----1-	:30	1	\$75.00	P03	2.90	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: 05/09/22	05/15/22	-----1-					1	\$75.00		2.90			
		GOOD MORNING AMERICA													
		3.4*.85													
N 5	WHAS	05/09/22	05/15/22	ROS EM (Su) 6-8a	CM	6-8a	-----1	:30	1	\$25.00	P03	1.40	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-----1					1	\$25.00		1.40			
		WAKE UP WEEKEND 6-8A													
		3.4*.85													
N 6	WHAS	05/16/22	05/16/22	The View	CM	11-12p	1-----	:30	1	\$125.00	P02	2.20	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: 05/16/22	05/22/22	1-----					1	\$125.00		2.20			
		THE VIEW													
		2.4*.90													
N 7	WHAS	05/16/22	05/16/22	Local News @ 12p M-F	CM	12-1p	1-----	:30	1	\$75.00	P03	3.10	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: 05/16/22	05/22/22	1-----					1	\$75.00		3.10			
		WHAS11 NEWS AT NOON													
		3.7*.85													
N 8	WHAS	05/16/22	05/16/22	Local News @ 4p M-F	CM	4-5p	1-----	:30	1	\$125.00	P02	2.60	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: 05/16/22	05/22/22	1-----					1	\$125.00		2.60			
		WHAS11 NEWS @ 4P (4:00 PM-4:30 PM)													
		3.0*.85													
N 9	WHAS	05/16/22	05/16/22	Local News @ 5p M-F	CM	5-530p	1-----	:30	1	\$200.00	P03	3.80	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	1-----					1	\$200.00		3.80			
		WHAS11 NEWS @ 5p													
		4.5*.85													
N 10	WHAS	05/16/22	05/16/22	Local News @ 530p M-F	CM	530-6p	1-----	:30	1	\$225.00	P03	4.40	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: 05/16/22	05/22/22	1-----					1	\$225.00		4.40			
		WHAS11 NEWS @ 530P													
		5.2*.85													
N 11	WHAS	05/09/22	05/14/22	Local News @ 630p Sa	CM	630-7p	-----1-	:30	1	\$125.00	P02	2.60	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: 05/09/22	05/15/22	-----1-					1	\$125.00		2.60			
		WHAS11 NEWS @ 6:30p													
		2.6													
N 12	WHAS	05/09/22	05/15/22	Local News @ 630p Su	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: 05/09/22	05/15/22	-----1					1	\$250.00		6.30			
		WHAS11 NEWS SUNDAY													
		7.4*.85													
N 13	WHAS	05/16/22	05/16/22	Inside Ed 730-8p	CM	730-8p	1-----	:30	1	\$400.00	P02	4.80	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	1-----					1	\$400.00		4.80			
		INSIDE EDITION													
		5.7*.85													

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