

ORDER

Orders
Order / Rev: 2475244
Alt Order #: WOC13599002
Product Desc: Political
Estimate: 287
Flight Dates: 05/10/22 - 05/16/22
Original Date / Rev: 05/09/22 / 05/09/22
Order Type: General

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

Agency
Name: GPS Impact / POL
Buying Contact: _____
Billing Contact: _____
220 SE 6th St #330
Des Moines, IA 50309

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

Advertiser
Name: POL/ Neville Blakemore / D / County C
Demographic: A55+
Product Codes: PL-Candidate: Judicial (LUR)
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Candidate
Priority: P04

New Business End: _____
Advertiser External ID: 199066
Agency External ID: 37809AG
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/16/22	76	\$17,425.00	\$14,811.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	76	\$17,425.00	\$14,811.25	355.10
Totals	76	\$17,425.00	\$14,811.25	355.10

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%	\$17,425.00
Market	100%	\$116,166.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$98,741.67
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	05/10/22	05/16/22	Good Morning America	CM	7:00 AM-8:00 AM	22222--	:30	10	\$200.00	P03	4.10	NM	10	\$2,000.00
				GOOD MORNING AMERICA 7(7:00 AM-8:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 05/10/22	05/16/22	22222--	10	\$200.00	4.10								

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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	05/10/22	05/16/22	Good Morning America	CM	8:00 AM-9:00 AM	22222--	:30	10	\$200.00	P03	4.10	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/10/22	05/16/22	22222--		10				\$200.00		4.10			
		GOOD MORNING AMERICA 8(8:00 AM-9:00 AM)													
N 3	WHAS	05/10/22	05/16/22	Local News @ 12p M-F	CM	12-1p	11111--	:30	5	\$75.00	P03	4.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/10/22	05/16/22	22222--		10				\$200.00		4.10			
		WHAS11 NEWS AT NOON													
N 4	WHAS	05/10/22	05/16/22	Local News @ 5p M-F	CM	5-530p	11111--	:30	5	\$200.00	P03	4.80	NM	5	\$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: 05/10/22	05/16/22	11111--		5				\$200.00		4.80			
		WHAS11 NEWS @ 5p													
N 5	WHAS	05/10/22	05/16/22	Local News @ 530p M-F	CM	530-6p	11111--	:30	5	\$225.00	P03	5.50	NM	5	\$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: 05/10/22	05/16/22	11111--		5				\$225.00		5.50			
		WHAS11 NEWS @ 530P													
N 6	WHAS	05/10/22	05/16/22	Local News @ 6p M-F	CM	6-630p	11111--	:30	5	\$400.00	P02	7.50	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/10/22	05/16/22	11111--		5				\$400.00		7.50			
		WHAS11 NEWS @ 6p													
N 7	WHAS	05/10/22	05/14/22	ABC World News Sa	CM	6:00 PM-6:30 PM	-----1-	:30	1	\$400.00	P04	5.40	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: 05/09/22	05/15/22	-----1-		1				\$400.00		5.40			
		ABC WORLD NEWS SAT (6:00 PM-6:30 PM)													
N 8	WHAS	05/10/22	05/15/22	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$250.00	P03	8.10	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		8.10			
		WHAS11 NEWS SUNDAY													
N 9	WHAS	05/10/22	05/16/22	ET 7-730p	CM	7-730p	11111--	:30	5	\$400.00	P02	6.40	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/10/22	05/16/22	11111--		5				\$400.00		6.40			
		ENTERTAINMENT TONIGHT													
N 10	WHAS	05/10/22	05/16/22	Inside Ed 730-8p	CM	730-8p	11111--	:30	5	\$400.00	P02	6.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/10/22	05/16/22	11111--		5				\$400.00		6.00			
		INSIDE EDITION													
N 11	WHAS	05/10/22	05/14/22	ET 7-8p Sa	CM	7-8p	-----1-	:30	1	\$50.00	P04	3.00	NM	1	\$50.00
		<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				\$50.00		3.00			
		ENTERTAINMENT TONIGHT													
N 12	WHAS	05/10/22	05/10/22	Tue Prime A	CM	8-9p	-1-----	:30	1	\$250.00	P04	5.70	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		5.70			
		HOLEY MOLEY													
N 13	WHAS	05/10/22	05/11/22	Wed Prime A	CM	8:00 PM-9:00 PM	--1----	:30	1	\$300.00	P04	4.10	NM	1	\$300.00
		<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				\$300.00		4.10			
		THE GOLDBERGS/THE WON(8:00 PM-9:00 PM)													
N 14	WHAS	05/10/22	05/12/22	Thu Prime A	CM	8-9p	---1---	:30	1	\$500.00	P04	5.60	NM	1	\$500.00
		<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				\$500.00		5.60			
		STATION 19													
N 15	WHAS	05/10/22	05/12/22	Thu Prime C	CM	10-11p	---1---	:30	1	\$300.00	P04	3.90	NM	1	\$300.00
		<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				\$300.00		3.90			
		BIG SKY													
N 16	WHAS	05/10/22	05/13/22		CM	8-9p		:30	1	\$300.00	P04	4.60	NM	1	\$300.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Fri Prime A			----1--								
				SHARK TANK FRI											
		<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		\$300.00		4.60					
N 17	WHAS	05/10/22	05/14/22	Sat Prime C	CM	10-11p	-----1-	:30	1	\$100.00	P04	4.50	NM	1	\$100.00
				Sat Prime C											
		<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		\$100.00		4.50					
N 18	WHAS	05/10/22	05/14/22	Sat Prime Other	CM	8-11p	-----1-	:30	1	\$150.00	P04	2.80	NM	1	\$150.00
				Sat Prime Other											
		<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		\$150.00		2.80					
N 19	WHAS	05/10/22	05/15/22	Sun Prime A	CM	7-8p	-----1	:30	1	\$300.00	P04	5.30	NM	1	\$300.00
				AMERICA'S FUNNIEST HOME											
		<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		\$300.00		5.30					
N 20	WHAS	05/10/22	05/15/22	Sun Prime Other 2nd Half	CM	6-10p	-----1	:30	1	\$875.00	P03	9.00	NM	1	\$875.00
				Sun Prime Other 2nd Prgm											
		<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		\$875.00		9.00					
N 21	WHAS	05/10/22	05/15/22	Sun Prime D	CM	10-11p	-----1	:30	1	\$300.00	P04	4.50	NM	1	\$300.00
				THE ROOKIE											
		<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		\$300.00		4.50					
N 22	WHAS	05/10/22	05/16/22	Local News @ 11p M-F	CM	11:00 PM-11:35 PM	PMTWTF--	:30	3	\$200.00	P03	4.70	NM	3	\$600.00
				WHAS11 NEWS AT 11 M-F/SU	(11:00 PM-11:35 PM)										
N 23	WHAS	05/10/22	05/16/22	Jimmy Kimmel	CM	1135p-1237a	11111--	:30	5	\$30.00	P04	2.50	NM	5	\$150.00
				JIMMY KIMMEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/10/22	05/16/22	11111--		5		\$30.00		2.50					
N 24	WHAS	05/10/22	05/16/22	Nightline	CM	1237-106a	11111--	:30	5	\$20.00	P04	1.80	NM	5	\$100.00
				NIGHTLINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		05/10/22	05/16/22	11111--		5		\$20.00		1.80					
													Totals	76	\$17,425.00