ORDER

Orders	Order / Rev:	2464684		
	Alt Order #:	WOC13578736		
	Product Desc:	Political		
	Estimate:	269		WHAS
	Flight Dates:	04/19/22 - 04/25/22	Primary AE:	Taylor Fritsch
	Original Date / Rev:	04/18/22 / 04/20/22	Sales Office:	TSWAS
	Order Type:	*Must Change Default*	Sales Region:	NAT
Agency	Name:	GPS Impact / POL		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		220 SE 6th St #330	Billing Cycle:	EOM/EOC
		Des Moines, IA 50309	Agency Commission:	15%
Advertiser	Name:	POL/ Neville Blakemore / D / County C		
	Demographic:	A55+	New Business End:	
	Product Codes:	PL-Candidate: Judicial (LUR)	Advertiser External ID:	199066
	Revenue Code 1:	AGY	Agency External ID:	37809AG
	Revenue Code 2:	(POL) Political	Unit Code:	General
	Revenue Code 3:	(POL) Candidate	Order Separation:	00:15:00
	Priority:	P04		

Bill Plan

Start Date	End Date	# Spots Gross Amount		Net Amount
03/28/22	04/24/22	41	\$7,250.00	\$6,162.50
04/25/22	04/25/22	8	\$1,745.00	\$1,483.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	41	\$7,250.00	\$6,162.50	189.30
May 2022	8	\$1,745.00	\$1,483.25	44.00
Totals	49	\$8,995,00	\$7.645.75	233.30

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%	\$8,995.00
Market	100%	\$59,966.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$50,971.67
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 S	Spots	Rate Pri	Rtg Type	Spots	Amount
N 1	WHAS	04/19/22	04/25/22	Local News @ 6a M-F	CM	6:00 AM-6:30 AM	MTWTF	:30	3	\$80.00 P04	2.50 NM	3	\$240.00
WHAS11 WAKE UP NEWS @ ((6:00 AM-6:30 AM)													
	Star	t Date I	End Date	Weekdays Spo	ts/Week	Rate Rat	ina					ĺ	

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Order / Rev: 2464684 Advertiser: POL/ Neville Blakemore / D / County Cle

Alt Order #: WOC13578736 Product Desc: Political WHAS

Flight Dates: 04/19/22 - 04/25/22 Estimate: 269

Ln Ch Start End	Inventory Code Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 04/19/22 04/25/22	Weekdays Spots/Week MTWTF 3	<u>Rate</u> \$80.00	Rating 2.50						
N 2 WHAS 04/19/22 04/25/22	Local News @ 6a M-F CM		2.50 00 AM MTWTF	:30	4	\$80.00 P04	2.50 NM	4	\$320.00
	WHAS11 WAKE UP NEWS @	(6:30 AM-7:0	00 AM)						
Start Date	Weekdays Spots/Week 4	<u>Rate</u> \$80.00	Rating 2.50						
N 3 WHAS 04/19/22 04/25/22	Good Morning America CM		00 AM MTWTF	:30	5	\$120.00 P04	4.10 NM	5	\$600.00
	GOOD MORNING AMERICA 7	•	00 AM)						
<u>Start Date</u> <u>End Date</u> Week: 04/19/22 04/25/22	Weekdays Spots/Week 5	<u>Rate</u> \$120.00	Rating 4.10						
N 4 WHAS 04/19/22 04/25/22	Good Morning America CM GOOD MORNING AMERICA 8		OO AM MTWTF	:30	5	\$120.00 P04	4.10 NM	5	\$600.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 04/19/22 04/25/22	MTWTF 5	\$120.00	4.10						
N 5 WHAS 04/19/22 04/23/22	Good Morning America SCM GOOD MORNING AMERICA	7-9a	S-	:30	1	\$45.00 P04	3.70 NM	1	\$45.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 04/18/22 04/24/22 N 6 WHAS 04/19/22 04/24/22	S- 1	\$45.00 8-9a	3.70	:30	1	\$75.00 P03	2 50 NM	1	\$75.00
N 0 WHAS 04/19/22 04/24/22	Good Morning America SIM GOOD MORNING AMERICA	0-9a	3	.30	'	φ/ 5.00 P03	3.50 INIVI	'	φ/3.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 04/18/22 04/24/22	S 1	\$75.00	3.50	.00		\$450.00 D02	2 20 NM	,	#450.00
N 7 WHAS 04/19/22 04/24/22	This Week Su CM THIS WEEK	9-10a	S	:30	1	\$150.00 P03	3.20 NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> Week: 04/18/22 04/24/22	Weekdays Spots/Week	Rate \$150.00	Rating 3.20						
N 8 WHAS 04/19/22 04/25/22	Local News @ 5p M-F CM	5-530p	MTWTF	:30	3	\$200.00 P03	4.80 NM	3	\$600.00
Start Date End Date	WHAS11 NEWS @ 5p Weekdays Spots/Week	Pata	Pating						
Week: 04/19/22 04/25/22	MTWTF 3	<u>Rate</u> \$200.00	Rating 4.80						
N 9 WHAS 04/19/22 04/25/22	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	530-6p	МГЖГБ	:30	3	\$225.00 P03	5.50 NM	3	\$675.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 04/19/22 04/25/22	MTWTF 3	\$225.00	5.50			\$050.00 D00	7.50 NIM	_	#4 050 00
N10 WHAS 04/19/22 04/25/22	Local News @ 6p M-F CM WHAS11 NEWS @ 6p	6-630p	MTWTF	:30	5	\$250.00 P03	7.50 NIVI	5	\$1,250.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 04/19/22 04/25/22	MTWTF 5	\$250.00	7.50	-20		ФБ00 00 D 04	0.40 NIM	_	# 0 F 00 00
N11 WHAS 04/19/22 04/25/22	ABC World News CM ABC WORLD NEWS	630-7p	MTWTF	:30	5	\$500.00 P04	9.10 NW	5	\$2,500.00
Start Date End Date	Weekdays Spots/Week MTWTF 5	Rate	Rating						
Week: 04/19/22 04/25/22 N12 WHAS 04/19/22 04/25/22	MTWTF 5 ET 7-730p CM	\$500.00 7-730p	9.10 MTWTF	:30	2	\$250.00 P03	6.40 NM	2	\$500.00
TVTE VVTING OHITOILE OHILOILE	ENTERTAINMENT TONIGHT	7 700р	WII WII	.00	_	Ψ200.001 00	0.40 14101	_	φοσσ.σσ
Start Date End Date	Weekdays Spots/Week MTWTF 2	Rate	Rating						
Week: 04/19/22 04/25/22 N13 WHAS 04/19/22 04/25/22	MTWTF 2 Inside Ed 730-8p CM	\$250.00 730-8p	6.40 МГWГF	:30	2	\$250.00 P03	6.00 NM	2	\$500.00
THE STATE OF THE S	INSIDE EDITION	. 00 00	11 1 1	.50	_	J_00.001 00	3.33 1111		Ψ300.00
Start Date End Date	Weekdays Spots/Week MTWTF 2	<u>Rate</u>	Rating 6.00						
Week: 04/19/22 04/25/22 N14 WHAS 04/19/22 04/21/22	Thu Prime Other CM	\$250.00 7:57 PM-9:0	6.00 00 PMT	:30	1	\$500.00 P04	5.60 NM	2	\$500.00
	Thu Prime Other	(7:57 PM-9:0		. 30	•	,	2.23		+-00.00
Start Date End Date Week: 04/18/22 04/24/22	Weekdays Spots/Week	Rate \$500.00	Rating 5.60						

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Totals

49

\$8,995.00

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Flight Dates: 04/19/22 - 04/25/22 Estimate: 269

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 04/18/22 04/24/22 - - - T- - : 5.60 \$500.00 Start/End Time Length Ch Date Range Description Weekdays Rate Rtg Type Spot 1 NHAS 04/18/22-04/24/22 Thu Prime Other 7:57 PM-9:00 PM7:57 PM-9:00 P--- Th----(\$500.00) 5.60 NM :30 See MG 14.2,14.3 [Program change now below LUR] 2 VHAS 04/18/22-04/24/22 Sun Prime D :30 \$300.00 3.60 NM 10-11p ----Su MG for 14.1 04/21 [APPROVED 4/20/22] MTWThF----3 VHAS 04/18/22-04/24/22 Local News @ 5p M-F 5-530p :30 \$200.00 2.00 NM MG for 14.1 04/21 [APPROVED 4/20/22] MTWTF--N15 WHAS 04/19/22 04/25/22 Local News @ 11p M-F CM 11-1135p :30 2 \$120.00 P04 4.70 NM 2 \$240.00 WHAS11 NEWS AT 11 M-F/SU Weekdays Start Date **End Date** Spots/Week Rating Rate MTWTF- -04/25/22 Week: 04/19/22 \$120.00 4.70 N16 WHAS 04/19/22 04/25/22 MTWTF--Jimmy Kimmel CM 1135p-1237a :30 2 \$30.00 P04 2.50 NM 2 \$60.00 JIMMY KIMMEL Weekdays Start Date **End Date** Spots/Week Rate Rating MTWTF--04/25/22 2.50 Week: 04/19/22 \$30.00 N17 WHAS 04/19/22 04/25/22 Nightline CM 1237-106a MTWTF--:30 2 \$20.00 P04 1.80 NM 2 \$40.00 **NIGHTLINE** Weekdays Start Date **End Date** Spots/Week Rate Rating MTWTF--Week: 04/19/22 04/25/22 1.80 \$20.00 N18 WHAS 04/19/22 04/23/22 Hockey Non-Prime Sa-S@M ---S-:30 \$100.00 P04 2.10 NM \$100.00 NHL REG SEASON Weekdays Start Date **End Date** Spots/Week Rate Rating ---S-Week: 04/18/22 04/24/22 \$100.00 2 10