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 / 04/18/22	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	40	\$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	40	\$7,250.00	\$6,162.50	189.30
May 2022	8	\$1,745.00	\$1,483.25	44.00
Totals	48	\$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
Ν	l 1	WHAS	04/19/22	04/25/22	Local News @ 6a M-F	CM	6:00 AM-6:30 AM	MTWTF	:30	3	\$80.00P04	2.50 NM	3	\$240.00
					WHAS11 WAKE UP	NEWS @	(6:00 AM-6:30 AM	1)						
		Star	t Date	End Date	Weekdays Spo	ts/Week	Rate Ra	tina						

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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 Star	t End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> Week: 04/19/22	End Date 04/25/22	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$80.00	Rating 2.50						
N 2 WHAS 04/19		Local News @ 6a	M-F CM	6:30 AM-7:0	OO AM MTWTF	- :30	4	\$80.00P04	2.50 NM	4	\$320.00
Start Date	End Date	WHAS11 WAKE Weekdays	UP NEWS @ Spots/Week	(6:30 AM-7:	00 AM) Rating						
Week: 04/19/22	04/25/22	MTWTF	4	\$80.00	2.50						
N 3 WHAS 04/19	/22 04/25/22	Good Morning Am GOOD MORNING			00 AM MTWTF 00 AM)	- :30	5	\$120.00P04	4.10 NM	5	\$600.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 04/19/22 N 4 WHAS 04/19	04/25/22	MTWTF	5	\$120.00	4.10 00 AM MTWTF	- :30	5	\$120.00P04	4.10 NM	5	\$600.00
N 4 WHAS 04/19	122 04/25/22	Good Morning Am GOOD MORNING				30	5	\$120.00P04	4.10 INIVI	5	\$600.00
<u>Start Date</u> Week: 04/19/22	End Date 04/25/22	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$120.00	Rating 4.10						
N 5 WHAS 04/19		Good Morning Am		7-9a	S-	- :30	1	\$45.00P04	3.70 NM	1	\$45.00
Start Date	End Date	GOOD MORNING Weekdays	G AMERICA Spots/Week	Rate	Rating						
Week: 04/18/22	04/24/22	S-	1	\$45.00	3.70						
N 6 WHAS 04/19	/22 04/24/22	Good Morning Am		8-9a	5	30	1	\$75.00P03	3.50 NM	1	\$75.00
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 04/18/22 N 7 WHAS 04/19	04/24/22	This Week Su	CM	\$75.00 9-10a	3.50	30	1	\$150.00P03	3.20 NM	1	¢150.00
N / WHAS 04/19	122 04/24/22	THIS WEEK	Civi	9-10a		.30	1	\$150.00203	3.20 INIVI	!	\$150.00
<u>Start Date</u> Week: 04/18/22	End Date 04/24/22	Weekdays S	Spots/Week	<u>Rate</u> \$150.00	Rating 3.20						
N 8 WHAS 04/19		Local News @ 5p		5-530p	MTWTF	- :30	3	\$200.00P03	4.80 NM	3	\$600.00
Start Date	End Date	WHAS11 NEWS Weekdays	@ 5p Spots/Week	Rate	Rating						
Week: 04/19/22	04/25/22	MTWTF	3	\$200.00	4.80						
N 9 WHAS 04/19	/22 04/25/22	Local News @ 53 WHAS11 NEWS		530-6p	MTWTF	- :30	3	\$225.00P03	5.50 NM	3	\$675.00
<u>Start Date</u> Week: 04/19/22	End Date 04/25/22	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$225.00	Rating 5.50						
N 10 WHAS 04/19	/22 04/25/22	Local News @ 6p WHAS11 NEWS		6-630p	MTWTF	- :30	5	\$250.00P03	7.50 NM	5	\$1,250.00
Start Date Week: 04/19/22	End Date 04/25/22	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$250.00	Rating 7.50						
N11 WHAS 04/19				630-7p	MTWTF	- :30	5	\$500.00P04	9.10 NM	5	\$2,500.00
Chart Data	Frad Data	ABC WORLD NE		Data	Datina						
<u>Start Date</u> Week: 04/19/22	End Date 04/25/22	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$500.00	<u>Rating</u> 9.10						
N12 WHAS 04/19	/22 04/25/22	ET 7-730p ENTERTAINMEN	CM IT TONIGHT	7-730p	MTWTF	- :30	2	\$250.00P03	6.40 NM	2	\$500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 04/19/22	04/25/22	MTWTF	2	\$250.00	6.40			4050 00 500			4 =00.00
N13 WHAS 04/19	/22 04/25/22	Inside Ed 730-8p INSIDE EDITION	СМ	730-8p	MTWTF	- :30	2	\$250.00P03	6.00 NM	2	\$500.00
Start Date Week: 04/19/22	End Date 04/25/22	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$250.00	Rating 6.00						
N 14 WHAS 04/19		Thu Prime Other	CM		0.00 00 PMT	- :30	1	\$500.00P04	5.60 NM	1	\$500.00
Chart Data	Frad Data	Thu Prime Other	Consta // Marsh	(7:57 PM-9:							
<u>Start Date</u> Week: 04/18/22	End Date 04/24/22	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$500.00	<u>Rating</u> 5.60						
N 15 WHAS 04/19	/22 04/25/22	Local News @ 11 WHAS11 NEWS		11-1135р I	MTWTF	- :30	2	\$120.00P04	4.70 NM	2	\$240.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 04/19/22 N 16 WHAS 04/19	04/25/22	MTWTF	CM	\$120.00 1135p-1237	4.70	:30	2	\$30.00P04	2.50 NM	2	\$60.00
IN 10 WHAS 04/19	122 04/23/22		CIVI	1100p-1237	a	.30	2	φ50.00 P04	Z.OU INIVI		φυυ.υυ

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Totals

48

\$8,995.00

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

Break Start/End Time Ln Ch Start End **Inventory Code** Days Len Spots Rate Pri Rtg Type Spots Amount Jimmy Kimmel MTWTF JIMMY KIMMEL End Date Spots/Week Start Date Rating <u>Weekdays</u> Rate Week: 04/19/22 04/25/22 MTWTF--\$30.00 2.50 2 N 17 WHAS 04/19/22 04/25/22 Nightline CM 1237-106a MTWTF--:30 \$20.00P04 1.80 NM 2 \$40.00 **NIGHTLINE** Start Date End Date <u>Weekdays</u> Spots/Week Rating Rate Week: 04/19/22 04/25/22 MTWTF--\$20.00 1.80 N 18 WHAS 04/19/22 04/23/22 \$100.00P04 Hockey Non-Prime Sa-SOM ----S-:30 2.10 NM 1 \$100.00 NHL REG SEASON Start Date <u>Weekdays</u> Rating End Date Spots/Week Rate ----S-Week: 04/18/22 04/24/22 \$100.00 2.10