## **ORDER**

Orders	Order / Rev:	2435652		
	Alt Order #:	WOC13501351		
	Product Desc:	Political		
	Estimate:	251		WHAS
	Flight Dates:	03/22/22 - 03/28/22	Primary AE:	Taylor Fritsch
	Original Date / Rev:	03/21/22 / 03/21/22	Sales Office:	TSWAS
	Order Type:	General	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 Thru:	
	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		

## Bill Plan

Start Date	End Date	Date # Spots Gross Amount		Net Amount
02/28/22	03/27/22	28	\$5,625.00	\$4,781.25
03/28/22	03/28/22	9	\$2,100.00	\$1,785.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	28	\$5,625.00	\$4,781.25	148.50
April 2022	9	\$2,100.00	\$1,785.00	46.90
Totals	37	\$7.725.00	\$6,566,25	195.40

## 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%	\$7,725.00
Market	100%	\$51.500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$43,775.00
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

_Lr	n Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
N	1 WHAS	03/22/22	03/28/22	Local News @ 6a M-	F CM	6-7a	MTWTF	:30	5	\$80.00P04	2.50 NM	5	\$400.00
WHAS11 WAKE UP NEWS @													
	<u>Sta</u>	rt Date <u>I</u>	End Date	Weekdays S	oots/Week	<u>Rate</u>	Rating						

Print Date: 03/21/22 14:09:02 Page 2 of 2

Order / Rev: 2435652 Advertiser: POL/ Neville Blakemore / D / County Cle

Alt Order #: WOC13501351 Product Desc: Political WHAS

Flight Dates: 03/22/22 - 03/28/22 Estimate: 251

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
<u>Sta</u> Week: 03/	rt Date	End Date 03/28/22	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$80.00	Rating 2.50						
N 2 WHAS			Good Morning An	nerica CM	7-9a	MTWTF	:30	5	\$120.00P04	4.10 NM	5	\$600.00
<u>Sta</u> Week: 03/	rt Date	End Date 03/28/22	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$120.00	Rating 4.10						
N 3 WHAS			Good Morning An	nerica <b>©</b> M	7-9a	S-	:30	1	\$45.00P04	3.70 NM	1	\$45.00
Sta Week: 03/	rt Date	End Date 03/27/22	Weekdays S-	Spots/Week 1	<u>Rate</u> \$45.00	Rating 3.70						
N 4 WHAS			Good Morning An	nerica <b>S</b> M		0 AMS	:30	1	\$50.00P04	3.50 NM	1	\$50.00
Sta Week: 03/	<u>rt Date</u>	End Date 03/27/22	Weekdays	Spots/Week	Rate \$50.00	Rating 3.50						
N 5 WHAS					12-1p	MTWTF	:30	3	\$50.00P04	4.00 NM	3	\$150.00
Sta Week: 03/	rt Date	End Date 03/28/22	Weekdays MTWTF	Spots/Week	<u>Rate</u> \$50.00	Rating 4.00						
N 6 WHAS			Local News @ 6p WHAS11 NEWS	M-F CM	6-630p	MTWTF	:30	5	\$250.00P03	7.50 NM	5	\$1,250.00
<u>Sta</u> Week: 03/	rt Date	End Date 03/28/22	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$250.00	Rating 7.50						
N 7 WHAS			ABC World News	CM	630-7p	11111	:30	5	\$500.00P04	9.10 NM	5	\$2,500.00
<u>Sta</u> Week: 03/	rt Date 22/22	End Date 03/28/22	Weekdays 11111	Spots/Week 5	<u>Rate</u> \$500.00	Rating 9.10						
N 8 WHAS			ABC World News	Su CM	6-630p	S	:30	1	\$500.00P04	6.80 NM	1	\$500.00
<u>Sta</u> Week: 03/	<u>rt Date</u> 21/22	End Date 03/27/22	Weekdays S	Spots/Week	<u>Rate</u> \$500.00	Rating 6.80						
N 9 WHAS			ET 7-730p ENTERTAINMEN	CM IT TONIGHT	7-730p	MTWTF	:30	2	\$150.00P04	6.40 NM	2	\$300.00
<u>Sta</u> Week: 03/	<u>rt Date</u> 22/22	End Date 03/28/22	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$150.00	Rating 6.40						
N10 WHAS	03/22/2	22 03/28/22	Inside Ed 730-8p	СМ	730-8p	MTWTF	:30	2	\$150.00P04	6.00 NM	2	\$300.00
<u>Sta</u> Week: 03/	<u>rt Date</u> 22/22	End Date 03/28/22	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$150.00	Rating 6.00						
N11 WHAS	03/22/2	22 03/28/22	Mon Prime Other AMERICAN IDOI	CM MON	8:00 PM-10: (8:00 PM-10	00 РМм :00 РМ)	:30	1	\$800.00P03	6.10 NM	1	\$800.00
Sta Week: 03/	<u>rt Date</u> 22/22	End Date 03/28/22	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$800.00	Rating 6.10						
N12 WHAS	03/22/2	22 03/24/22	Thu Prime A STATION 19	СМ	8:00 PM-9:0 (8:00 PM-9:0	0 PMT 00 PM)	:30	1	\$500.00P04	5.60 NM	1	\$500.00
Sta Week: 03/	<u>rt Date</u> 21/22	End Date 03/27/22	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$500.00	Rating 5.60						
N 13 WHAS	03/22/2	22 03/28/22	LN (M-Su) WHAS11 NEWS	CM AT 11	11-1135p	MTWTFSS	:30	2	\$120.00P04	4.70 NM	2	\$240.00
<u>Sta</u> Week: 03/	<u>rt Date</u> 22/22	End Date 03/28/22	Weekdays MTWTFSS	Spots/Week 2	<u>Rate</u> \$120.00	Rating 4.70						
N 14 WHAS	03/22/2	22 03/28/22	Jimmy Kimmel JIMMY KIMMEL	СМ	1135p-1237	a MTWTF	:30	3	\$30.00P04	2.50 NM	3	\$90.00
<u>Sta</u> Week: 03/	<u>rt Date</u> 22/22	End Date 03/28/22	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$30.00	Rating 2.50						
										Totals	27	\$7,725,00

Totals 37 \$7,725.00