

# ORDER

**Orders**  
**Order / Rev:** 2465100  
**Alt Order #:** WOC13579613  
**Product Desc:** Issue  
**Estimate:** 2363  
**Flight Dates:** 04/20/22 - 04/26/22  
**Original Date / Rev:** 04/18/22 / 04/18/22  
**Order Type:** General

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

**Agency**  
**Name:** Full Reach Media Group/ POL  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
P.O. Box 101552  
Arlington, VA 22210

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

**Advertiser**  
**Name:** ISS/ American Dream Federal Action  
**Demographic:** A55+  
**Product Codes:** IS-US House  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Issue  
**Priority:** P04

**New Business End:** \_\_\_\_\_  
**Advertiser External ID:** 199467  
**Agency External ID:** 73568AG  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/24/22	50	\$12,600.00	\$10,710.00
04/25/22	04/26/22	28	\$7,600.00	\$6,460.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	50	\$12,600.00	\$10,710.00	0.00
May 2022	28	\$7,600.00	\$6,460.00	0.00
<b>Totals</b>	<b>78</b>	<b>\$20,200.00</b>	<b>\$17,170.00</b>	<b>0.00</b>

**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	85%	\$20,200.00
Market	100%	\$23,764.71

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	15%	\$3,564.71
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	04/20/22	04/26/22	Good Morning America GOOD MORNING AMERICA	CM	7-9a	11111--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/20/22	04/26/22	11111--					5	\$325.00		0.00			
N 2	WHAS	04/20/22	04/26/22	Local News @ 430a M-FCM WHAS11 WAKE UP NEWS @ 4	CM	430-5a	11111--	:30	5	\$75.00	P02	0.00	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:		04/20/22	04/26/22	11111--					5	\$75.00		0.00			
N 3	WHAS	04/20/22	04/23/22	Local News @ 6a Sa WAKE UP WEEKEND 6-7A	CM	6-7a	-----1-	:30	1	\$50.00	P02	0.00	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:		04/18/22	04/24/22	-----1-					1	\$50.00		0.00			
N 4	WHAS	04/20/22	04/23/22	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-----1-	:30	1	\$125.00	P02	0.00	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:		04/18/22	04/24/22	-----1-					1	\$125.00		0.00			
N 5	WHAS	04/20/22	04/23/22	Local News @ 9a Sa WAKE UP WEEKEND 9-10A	CM	9-10a	-----1-	:30	1	\$125.00	P02	0.00	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:		04/18/22	04/24/22	-----1-					1	\$125.00		0.00			
N 6	WHAS	04/20/22	04/24/22	ROS EM (Su) 6-8a WAKE UP WEEKEND 6-8A	CM	6-8a	-----1	:30	1	\$50.00	P02	0.00	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:		04/18/22	04/24/22	-----1					1	\$50.00		0.00			
N 7	WHAS	04/20/22	04/24/22	Good Morning America GOOD MORNING AMERICA	CM	8-9a	-----1	:30	1	\$125.00	P02	0.00	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:		04/18/22	04/24/22	-----1					1	\$125.00		0.00			
N 8	WHAS	04/20/22	04/26/22	The View THE VIEW	CM	11-12p	11111--	:30	5	\$125.00	P02	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/20/22	04/26/22	11111--					5	\$125.00		0.00			
N 9	WHAS	04/20/22	04/26/22	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	11111--	:30	5	\$125.00	P02	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/20/22	04/26/22	11111--					5	\$125.00		0.00			
N 10	WHAS	04/20/22	04/26/22	GMA3 GMA3	CM	1-2p	11111--	:30	5	\$125.00	P02	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/20/22	04/26/22	11111--					5	\$125.00		0.00			
N 11	WHAS	04/20/22	04/26/22	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4-5p	11111--	:30	5	\$125.00	P02	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/20/22	04/26/22	11111--					5	\$125.00		0.00			
N 12	WHAS	04/20/22	04/26/22	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	11111--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/20/22	04/26/22	11111--					5	\$325.00		0.00			
N 13	WHAS	04/20/22	04/26/22	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	530-6p	11111--	:30	5	\$350.00	P02	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/20/22	04/26/22	11111--					5	\$350.00		0.00			
N 14	WHAS	04/20/22	04/26/22	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	11111--	:30	5	\$400.00	P02	0.00	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:		04/20/22	04/26/22	11111--					5	\$400.00		0.00			
N 15	WHAS	04/20/22	04/23/22	Local News @ 630p Sa WHAS11 NEWS @ 6:30p	CM	630-7p	-----1-	:30	1	\$125.00	P02	0.00	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:		04/18/22	04/24/22	-----1-					1	\$125.00		0.00			
N 16	WHAS	04/20/22	04/24/22		CM	630-7p		:30	1	\$400.00	P02	0.00	NM	1	\$400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 630p Su			-----1								
				WHAS11 NEWS SUNDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1		1			\$400.00			0.00			
N17	WHAS	04/20/22	04/26/22	ET 7-730p	CM	7-730p	11111--	:30	5	\$400.00	P02	0.00	NM	5	\$2,000.00
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/20/22	04/26/22	11111--		5			\$400.00			0.00			
N18	WHAS	04/20/22	04/26/22	Inside Ed 730-8p	CM	730-8p	11111--	:30	5	\$400.00	P02	0.00	NM	5	\$2,000.00
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/20/22	04/26/22	11111--		5			\$400.00			0.00			
N19	WHAS	04/20/22	04/26/22	Tue Prime A	CM	8-9p	-1-----	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
				JUDGE STEVE HARVEY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/20/22	04/26/22	-1-----		1			\$600.00			0.00			
N20	WHAS	04/20/22	04/20/22	Wed Prime A	CM	8-9p	--1----	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
				THE GOLDBERGS/THE WOND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/18/22	04/24/22	--1----		1			\$750.00			0.00			
N21	WHAS	04/26/22	04/26/22	Tue Prime C	CM	10-11p	-1-----	:30	1	\$650.00	P02	0.00	NM	1	\$650.00
				TO TELL THE TRUTH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/25/22	05/01/22	-1-----		1			\$650.00			0.00			
N22	WHAS	04/20/22	04/24/22	Sun Prime A	CM	7-8p	-----1	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
				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:		04/18/22	04/24/22	-----1		1			\$750.00			0.00			
N23	WHAS	04/20/22	04/26/22	LN (M-Su)	CM	11-1135p	11111-1	:30	6	\$325.00	P02	0.00	NM	6	\$1,950.00
				WHAS11 NEWS AT 11 M-F/SU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/20/22	04/26/22	11111-1		6			\$325.00			0.00			
N24	WHAS	04/20/22	04/23/22	Local News @ 11p Sa	CM	11-1135p	-----1-	:30	1	\$250.00	P02	0.00	NM	1	\$250.00
				WHAS11 NEWS AT 11 SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1-		1			\$250.00			0.00			
N25	WHAS	04/20/22	04/26/22	Jimmy Kimmel	CM	1135p-1237a	11111--	:30	5	\$75.00	P02	0.00	NM	5	\$375.00
				JIMMY KIMMEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		04/20/22	04/26/22	11111--		5			\$75.00			0.00			
													Totals	78	\$20,200.00