

ORDER

Orders
Order / Rev: 2463250
Alt Order #: WOC13575255
Product Desc: 2022
Estimate: 14316
Flight Dates: 04/15/22 - 04/21/22
Original Date / Rev: 04/13/22 / 04/13/22
Order Type: General

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

Agency
Name: Red Eagle Media Group / POL
Buying Contact: _____
Billing Contact: _____
815 Slaters Lane
Alexandria, VA 22314

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

Advertiser
Name: ISS/ Hoosier Values
Demographic: A55+
Product Codes: IS-Issue/Non Ballot
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue

New Business Thru: _____
Advertiser External ID: 199524
Agency External ID: 20245AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/21/22	23	\$8,550.00	\$7,267.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	23	\$8,550.00	\$7,267.50	50.74
Totals	23	\$8,550.00	\$7,267.50	50.74

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%	\$8,550.00
Market	100%	\$57,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$48,450.00
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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHAS	04/15/22	04/21/22	Good Morning America	CM	7-9a	11111--	:30	5	\$325.00	P02	1.95	NM	5	\$1,625.00
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/15/22	04/21/22	11111--	5	\$325.00	1.95								

Order / Rev: 2463250
 Alt Order #: WOC13575255
 Flight Dates: 04/15/22 - 04/21/22

Advertiser: ISS/ Hoosier Values
 Product Desc: 2022
 Estimate: 14316

WHAS

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: 04/15/22	04/21/22	11111--					5	\$325.00		1.95			
N 2	WHAS	04/15/22	04/21/22	Local News @ 430a M-FCM WHAS11 WAKE UP NEWS @ .		430-5a	11111--	:30	5	\$75.00	P02	0.51	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: 04/15/22	04/21/22	11111--					5	\$75.00		0.51			
N 3	WHAS	04/15/22	04/21/22	Local News @ 530p M-FCM WHAS11 NEWS @ 530P		530-6p	11111--	:30	5	\$350.00	P02	2.51	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: 04/15/22	04/21/22	11111--					5	\$350.00		2.51			
N 4	WHAS	04/15/22	04/16/22	Local News @ 630p Sa CM WHAS11 NEWS @ 6:30p		630-7p	-----1-	:30	1	\$125.00	P02	3.74	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: 04/11/22	04/17/22	-----1-					1	\$125.00		3.74			
N 5	WHAS	04/15/22	04/21/22	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	11111--	:30	5	\$400.00	P02	3.41	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: 04/15/22	04/21/22	11111--					5	\$400.00		3.41			
N 6	WHAS	04/15/22	04/18/22	Mon Prime Other AMERICAN IDOL MON	CM	8-11p	1-----	:30	1	\$1,275.00	P02	2.98	NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/15/22	04/21/22	1-----					1	\$1,275.00		2.98			
N 7	WHAS	04/15/22	04/17/22	Sun Prime Other 1st Hal AMERICAN IDOL SUN	CM	6-10p	-----1	:30	1	\$1,400.00	P02	2.12	NM	1	\$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: 04/11/22	04/17/22	-----1					1	\$1,400.00		2.12			
													Totals	23	\$8,550.00