

ORDER

Orders
Order / Rev: 2465236
 Alt Order #: _____
Product Desc: Protect Our Future KY-03
Estimate: 7646
Flight Dates: 05/03/22 - 05/09/22
Original Date / Rev: 04/19/22 / 04/21/22
Order Type: General

WHAS
Primary AE: Kimberly Williams
Sales Office: WHAS
Sales Region: LOC

Agency
Name: Screen Strategies / POL
Buying Contact: Michelle Sherman
Billing Contact: _____
11150 Fairfax Blvd, Suite 505
Fairfax, VA 22030

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

Advertiser
Name: ISS/ Protect Our Future
Demographic: A25-54
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: 198425
Agency External ID: 11212AG
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/09/22	62	\$20,900.00	\$17,765.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	62	\$20,900.00	\$17,765.00	0.00
Totals	62	\$20,900.00	\$17,765.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kimberly Williams			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHAS	25%	\$20,900.00
Market	100%	\$83,600.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	75%	\$62,700.00
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	05/04/22	05/04/22	Local News @ 5a M-F	CM	5:30 AM-6:00 AM	--W----	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
				Local News @ 5a M-F		(5:30 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/02/22	05/08/22	--W----		1		\$125.00		0.00					

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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:		05/02/22	05/08/22	--W----		1				\$125.00		0.00			
N 2	WHAS	05/03/22	05/09/22	Local News @ 6a M-F	CM	5:58 AM-6:30 AM	M--T---	:30	2	\$200.00	P02	0.00	NM	2	\$400.00
				Local News @ 6a M-F		(5:58 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/02/22	05/08/22	---T---		1				\$200.00		0.00			
Week:		05/09/22	05/15/22	M-----		1				\$200.00		0.00			
N 3	WHAS	05/03/22	05/09/22	Local News @ 6a M-F	CM	6:30 AM-7:00 AM	MTWTF--	:30	5	\$200.00	P02	0.00	NM	5	\$1,000.00
				Local News @ 6a M-F		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/02/22	05/08/22	-TWTF--		4				\$200.00		0.00			
Week:		05/09/22	05/15/22	M-----		1				\$200.00		0.00			
N 4	WHAS	05/03/22	05/09/22	Good Morning America	CM	7:00 AM-8:00 AM	MTWTF--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00
				Good Morning America		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/02/22	05/08/22	-TWTF--		4				\$325.00		0.00			
Week:		05/09/22	05/15/22	M-----		1				\$325.00		0.00			
N 5	WHAS	05/03/22	05/09/22	Good Morning America	CM	8:00 AM-9:00 AM	MTWTF--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00
				Good Morning America		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/02/22	05/08/22	-TWTF--		4				\$325.00		0.00			
Week:		05/09/22	05/15/22	M-----		1				\$325.00		0.00			
N 7	WHAS	05/03/22	05/09/22	The View	CM	11-12p	--W-F--	:30	2	\$125.00	P02	0.00	NM	2	\$250.00
				The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/02/22	05/08/22	--W-F--		2				\$125.00		0.00			
Week:		05/09/22	05/15/22	-----		0				\$125.00		0.00			
N 8	WHAS	05/03/22	05/09/22	Local News @ 12p M-F	CM	12-1p	-T-T---	:30	2	\$125.00	P02	0.00	NM	2	\$250.00
				Local News @ 12p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/02/22	05/08/22	-T-T---		2				\$125.00		0.00			
Week:		05/09/22	05/15/22	-----		0				\$125.00		0.00			
N 9	WHAS	05/09/22	05/09/22	GMA3	CM	1-2p	M-----	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
				Strahan and Sara											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/09/22	05/15/22	M-----		1				\$125.00		0.00			
N 10	WHAS	05/05/22	05/05/22	Thu Prime B	CM	9-10p	---T---	:30	1	\$2,050.00	P02	0.00	NM	1	\$2,050.00
				Thu Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/02/22	05/08/22	---T---		1				\$2,050.00		0.00			
N 11	WHAS	05/06/22	05/06/22	Fri Prime A	CM	8-9p	----F--	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
				Fri Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/02/22	05/08/22	----F--		1				\$750.00		0.00			
N 12	WHAS	05/08/22	05/08/22	Sun Prime D	CM	10-11p	-----S	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
				Sun Prime D											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/02/22	05/08/22	-----S		1				\$750.00		0.00			
N 23	WHAS	05/03/22	05/09/22	Local News @ 11p M-F	CM	11-1135p	MTWTF--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00
				Local News @ 11p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/02/22	05/08/22	-TWTF--		4				\$325.00		0.00			
Week:		05/09/22	05/15/22	M-----		1				\$325.00		0.00			
N 24	WHAS	05/07/22	05/07/22	Local News @ 11p Sa	CM	11-1135p	-----S-	:30	1	\$250.00	P02	0.00	NM	1	\$250.00
				Local News @ 11p Sa											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/02/22	05/08/22	-----S-		1				\$250.00		0.00			
N 25	WHAS	05/08/22	05/08/22	Local News @ 11p Su	CM	11-1135p	-----S	:30	1	\$325.00	P02	0.00	NM	1	\$325.00
				Local News @ 11p Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/02/22	05/08/22	-----S		1				\$325.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N26	WHAS	05/09/22	05/09/22	Nightline	CM	1237-106a	M-----	: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: 05/02/22	05/08/22	-----S		1				\$325.00		0.00			
N27	WHAS	05/07/22	05/07/22	Good Morning America Sa	CM	7-9a	-----S-	: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: 05/09/22	05/15/22	M-----		1				\$50.00		0.00			
N28	WHAS	05/08/22	05/08/22	Good Morning America Su	CM	8-9a	-----S	: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: 05/02/22	05/08/22	-----S		1				\$125.00		0.00			
N29	WHAS	05/03/22	05/03/22	Jimmy Kimmel	CM	1135p-1237a	-T-----	:30	1	\$75.00	P02	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	-T-----		1				\$75.00		0.00			
N30	WHAS	05/06/22	05/06/22	General Hospital	CM	2-3p	----F--	: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: 05/02/22	05/08/22	----F--		1				\$125.00		0.00			
N31	WHAS	05/04/22	05/06/22	Local News @ 4p M-F	CM	3:58 PM-4:30 PM	--W-F--	:30	2	\$125.00	P02	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	--W-F--		2				\$125.00		0.00			
N32	WHAS	05/03/22	05/05/22	Local News @ 4p M-F	CM	4:30 PM-5:00 PM	-T-T---	:30	2	\$125.00	P02	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	-T-T---		2				\$125.00		0.00			
N33	WHAS	05/04/22	05/09/22	Local News @ 5p M-F	CM	5-530p	M-W-F--	:30	2	\$325.00	P02	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	--W-F--		2				\$325.00		0.00			
		Week: 05/09/22	05/15/22	M-----		1				\$325.00		0.00			
N34	WHAS	05/03/22	05/09/22	Local News @ 530p M-F	CM	530-6p	MTWTF--	: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: 05/02/22	05/08/22	-TWTF--		4				\$350.00		0.00			
		Week: 05/09/22	05/15/22	M-----		1				\$350.00		0.00			
N35	WHAS	05/03/22	05/09/22	Local News @ 6p M-F	CM	6-630p	MTWTF--	: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: 05/02/22	05/08/22	-TWTF--		4				\$400.00		0.00			
		Week: 05/09/22	05/15/22	M-----		1				\$400.00		0.00			
N36	WHAS	05/03/22	05/09/22	ET 7-730p	CM	7-730p	--W-F--	:30	2	\$400.00	P02	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	--W-F--		2				\$400.00		0.00			
		Week: 05/09/22	05/15/22	-----		0				\$400.00		0.00			
N37	WHAS	05/03/22	05/09/22	Inside Ed 730-8p	CM	730-8p	MT-T---	:30	3	\$400.00	P02	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type
 1 WHAS 05/02/22-05/08/22 Good Morning America Sa 7-9a -----Sa-- :30 ~~(\$125.00)~~ 0.00 NM
 See MG 27.2
 [Program Change]
 2 WHAS 05/02/22-05/08/22 Local News Special 7:00 AM-9:00 AM 7:00 AM-9:00 AM -----Sa-- :30 \$125.00 0.00 NM
 MG for 27.1 05/07

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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: 05/02/22	05/08/22	-T-T---		2				\$400.00		0.00			
		Week: 05/09/22	05/15/22	M-----		1				\$400.00		0.00			
N38	WHAS	05/03/22	05/09/22	Wed Prime A Wed Prime A	CM	8-9p	--W----	:30	1	\$750.00	P02	0.00	NM	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: 05/02/22	05/08/22	--W----		1				\$750.00		0.00			
		Week: 05/09/22	05/15/22	-----		0				\$750.00		0.00			
N39	WHAS	05/03/22	05/03/22	ABC World News ABC World News	CM	630-7p	-T-----	:30	1	\$1,275.00	P02	0.00	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: 05/02/22	05/08/22	-T-----		1				\$1,275.00		0.00			
													Totals	62	\$20,900.00