

ORDER

Orders
Order / Rev: 2464548
Alt Order #: WOC13578495
Product Desc: candidate
Estimate: 10566
Flight Dates: 04/19/22 - 04/21/22
Original Date / Rev: 04/15/22 / 04/15/22
Order Type: General

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

Agency
Name: GMMB - Greer Margolis Mitchell / POL
Buying Contact: _____
Billing Contact: _____
3050 K St NW
Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: POL/ Craig Greenberg / D / Mayor / KY
Demographic: A55+
Product Codes: PL-Candidate: City Mayor (LUR)
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Candidate
Priority: P04

New Business End: _____
Advertiser External ID: 199378
Agency External ID: 1700AGY
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/18/22	04/24/22	23	\$7,750.00	\$6,587.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	23	\$7,750.00	\$6,587.50	0.00
Totals	23	\$7,750.00	\$6,587.50	0.00

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%	\$7,750.00
Market	100%	\$51,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$43,916.67
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	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHAS	04/19/22	04/20/22	Local News @ 6a M-F GMK @ 6A	CM	6-7a	--1----	1:00	1	\$160.00	P04	0.00	NM	1	\$160.00
		<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	\$160.00	0.00								

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 Estimate: 10566
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: 04/18/22	04/24/22	--1----		1				\$160.00		0.00			
N 2	WHAS	04/19/22	04/21/22	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-111---	1:00	3	\$240.00	P04	0.00	NM	3	\$720.00
		<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	-111---		3				\$240.00		0.00			
N 3	WHAS	04/19/22	04/21/22	The View THE VIEW	CM	11-12p	-1-1---	1:00	2	\$150.00	P03	0.00	NM	2	\$300.00
		<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---		2				\$150.00		0.00			
N 4	WHAS	04/19/22	04/21/22	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	--11---	1:00	2	\$150.00	P03	0.00	NM	2	\$300.00
		<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	--11---		2				\$150.00		0.00			
N 5	WHAS	04/19/22	04/19/22	GMA3 GMA3	CM	1-2p	-1-----	1:00	1	\$150.00	P03	0.00	NM	1	\$150.00
		<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				\$150.00		0.00			
N 6	WHAS	04/19/22	04/21/22	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	--11---	1:00	2	\$450.00	P03	0.00	NM	2	\$900.00
		<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	--11---		2				\$450.00		0.00			
N 7	WHAS	04/19/22	04/21/22	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	-111---	1:00	3	\$500.00	P03	0.00	NM	3	\$1,500.00
		<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	-111---		3				\$500.00		0.00			
N 8	WHAS	04/19/22	04/21/22	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	-111---	1:00	3	\$500.00	P03	0.00	NM	3	\$1,500.00
		<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	-111---		3				\$500.00		0.00			
N 9	WHAS	04/19/22	04/21/22	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	-111---	1:00	3	\$500.00	P03	0.00	NM	3	\$1,500.00
		<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	-111---		3				\$500.00		0.00			
N 10	WHAS	04/19/22	04/21/22	Local News @ 11p M-F WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	-111---	1:00	3	\$240.00	P04	0.00	NM	3	\$720.00
		<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	-111---		3				\$240.00		0.00			
													Totals	23	\$7,750.00