

# ORDER

**Orders**  
**Order / Rev:** 2471632  
**Alt Order #:** WOC13591646  
**Product Desc:** candidate  
**Estimate:** 10693  
**Flight Dates:** 05/03/22 - 05/09/22  
**Original Date / Rev:** 04/29/22 / 05/02/22  
**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
05/02/22	05/08/22	42	\$9,200.00	\$7,820.00
05/09/22	05/15/22	16	\$3,195.00	\$2,715.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	58	\$12,395.00	\$10,535.75	0.00
<b>Totals</b>	<b>58</b>	<b>\$12,395.00</b>	<b>\$10,535.75</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	15%	\$12,395.00
Market	100%	\$82,633.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$70,238.33
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	05/03/22	05/09/22	Local News @ 5a M-F GMK @ 5A	CM	5-6a	MTWTF--	:30	1	\$40.00	P04	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/03/22	05/09/22	MTWTF--		1				\$40.00		0.00			

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 Product Desc: candidate  
 Estimate: 10693  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	05/03/22	05/09/22	Local News @ 6a M-F GMK @ 6A	CM	6-7a	MTWTF--	:30	2	\$125.00	P03	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:		05/03/22	05/09/22	MTWTF--					1	\$40.00		0.00			
N 3	WHAS	05/03/22	05/09/22	Good Morning America GOOD MORNING AMERICA	CM	7-9a	MTWTF--	:30	4	\$200.00	P03	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/03/22	05/09/22	MTWTF--					2	\$125.00		0.00			
N 4	WHAS	05/03/22	05/07/22	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-----S-	:30	1	\$75.00	P03	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	-----S-					1	\$75.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHAS	05/02/22-05/08/22		Good Morning America Sa		7-9a	-----Sa--	:30		<del>(\$75.00)</del>		0.00	NM		
See MG 4.2															
2	WHAS	05/02/22-05/08/22		Local News Special		7:00 AM-9:00 AM	A-----Sa--	:30		\$75.00		0.00	NM		
Ⓜ MG for 4.1 05/07															
N 5	WHAS	05/03/22	05/07/22	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9-10a	-----S-	:30	1	\$75.00	P03	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	-----S-					1	\$75.00		0.00			
N 6	WHAS	05/03/22	05/08/22	Good Morning America GOOD MORNING AMERICA	CM	8-9a	-----S	:30	1	\$75.00	P03	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	-----S					1	\$75.00		0.00			
N 7	WHAS	05/03/22	05/09/22	The View THE VIEW	CM	11-12p	MTWTF--	:30	4	\$125.00	P02	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/03/22	05/09/22	MTWTF--					4	\$125.00		0.00			
N 8	WHAS	05/03/22	05/09/22	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	MTWTF--	:30	5	\$75.00	P03	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:		05/03/22	05/09/22	MTWTF--					5	\$75.00		0.00			
N 9	WHAS	05/03/22	05/09/22	GMA3 GMA3	CM	1-2p	MTWTF--	:30	2	\$75.00	P03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/03/22	05/09/22	MTWTF--					2	\$75.00		0.00			
N 10	WHAS	05/03/22	05/09/22	General Hospital GENERAL HOSPITAL	CM	2-3p	MTWTF--	:30	2	\$75.00	P03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/03/22	05/09/22	MTWTF--					2	\$75.00		0.00			
N 11	WHAS	05/03/22	05/09/22	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4-5p	MTWTF--	: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:		05/03/22	05/09/22	MTWTF--					1	\$125.00		0.00			
N 12	WHAS	05/03/22	05/09/22	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	MTWTF--	:30	3	\$200.00	P03	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/03/22	05/09/22	MTWTF--					3	\$200.00		0.00			
N 13	WHAS	05/03/22	05/09/22	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	MTWTF--	:30	4	\$225.00	P03	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/03/22	05/09/22	MTWTF--					4	\$225.00		0.00			
N 14	WHAS	05/03/22	05/09/22	Local News @ 6p M-F WHAS11 NEWS @ 6p	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:		05/03/22	05/09/22	MTWTF--					5	\$400.00		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
N 15	WHAS	05/03/22	05/07/22	Local News @ 630p Sa WHAS11 NEWS @ 6:30p	CM	630-7p	-----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			
N 16	WHAS	05/03/22	05/08/22	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	-----S	:30	1	\$250.00	P03	0.00	NM	1	\$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	-----S		1				\$250.00		0.00			
N 17	WHAS	05/03/22	05/09/22	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	MTWTF--	: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>			
		Week: 05/03/22	05/09/22	MTWTF--		3				\$400.00		0.00			
N 18	WHAS	05/03/22	05/09/22	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	MTWTF--	: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: 05/03/22	05/09/22	MTWTF--		2				\$400.00		0.00			
N 19	WHAS	05/03/22	05/09/22	Mon Prime Other AMERICAN IDOL MON	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	M-----	:30	1	\$800.00	P03	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/03/22	05/09/22	M-----		1				\$800.00		0.00			
N 20	WHAS	05/03/22	05/09/22	Mon Prime C THE GOOD DOCTOR	CM	10-11p	M-----	:30	1	\$450.00	P04	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/03/22	05/09/22	M-----		1				\$450.00		0.00			
N 21	WHAS	05/03/22	05/08/22	Sun Prime A AMERICA'S FUNNIEST HOME	CM	7-8p	-----S	:30	1	\$300.00	P04	0.00	NM	1	\$300.00
		<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				\$300.00		0.00			
N 22	WHAS	05/03/22	05/09/22	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	MTWTF-S	:30	2	\$200.00	P03	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/03/22	05/09/22	MTWTF-S		2				\$200.00		0.00			
N 23	WHAS	05/03/22	05/07/22	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT	CM	11-1135p	-----S-	:30	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: 05/02/22	05/08/22	-----S-		1				\$150.00		0.00			
N 24	WHAS	05/03/22	05/08/22	Local News @ 11p Su WHAS11 NEWS AT 11 SUN	CM	11-1135p	-----S	:30	1	\$200.00	P03	0.00	NM	1	\$200.00
		<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				\$200.00		0.00			
N 25	WHAS	05/03/22	05/09/22	Jimmy Kimmel JIMMY KIMMEL	CM	1135p-1237a	MTWTF--	:30	2	\$30.00	P04	0.00	NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/03/22	05/09/22	MTWTF--		2				\$30.00		0.00			
N 26	WHAS	05/03/22	05/09/22	Nightline NIGHTLINE	CM	1237-106a	MTWTF--	:30	1	\$20.00	P04	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/03/22	05/09/22	MTWTF--		1				\$20.00		0.00			
N 27	WHAS	05/03/22	05/08/22	NBA Playoffs DT Game NBA Playoffs DT Game 1	CM	Various	-----S-	:30	3	\$475.00	P03	0.00	NM	3	\$1,425.00
		<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-		3				\$475.00		0.00			
N 28	WHAS	05/03/22	05/09/22	Great Day Live 9-10a Great Day Live 9-10a	CM	9-10a	MTWTF--	:30	2	\$50.00	P03	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/03/22	05/09/22	MTWTF--		2				\$50.00		0.00			

Totals 58 \$12,395.00