

ORDER

Orders
Order / Rev: 2455184
 Alt Order #: WOC13560429
 Product Desc: CANDIDATE
 Estimate: 2847
 Flight Dates: 04/05/22 - 04/11/22
 Original Date / Rev: 03/31/22 / 03/31/22
 Order Type: General

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

Agency
Name: Hulsen Media Services / POL
 Buying Contact:
 Billing Contact:
 2400 Laramie Trail
 Austin, TX 78745

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

Advertiser
Name: POL/ David Nicholson / D / Mayor / KY
 Demographic: A50+
 Product Codes: PL-Candidate: City Mayor (LUR)
 Revenue Code 1: AGY
 Revenue Code 2: (POL) Political
 Revenue Code 3: (POL) Candidate

New Business Thru:
 Advertiser External ID: 198872
 Agency External ID: 20106AG
 Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/11/22	5	\$1,050.00	\$892.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	5	\$1,050.00	\$892.50	27.00
Totals	5	\$1,050.00	\$892.50	27.00

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%	\$1,050.00
Market	100%	\$7,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$5,950.00
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	04/05/22	04/11/22	Local News @ 6p M-F	CM	6-630p	11-1---	:30	3	\$250.00	P03	5.60	NM	3	\$750.00
				WHAS11 NEWS @ 6p											
				7.0*.80											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 04/04/22	04/10/22	- 1- 1---		2		\$250.00		5.60					

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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: 04/04/22	04/10/22	- 1- 1---	2	\$250.00	5.60								
		Week: 04/11/22	04/17/22	1-----	1	\$250.00	5.60								
N 2	WHAS	04/05/22	04/07/22	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	- 1- 1---	:30	2	\$150.00	P04	5.10	NM	2	\$300.00
		6.0*.85													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/04/22	04/10/22	- 1- 1---	2	\$150.00	5.10								
													Totals	5	\$1,050.00