

ORDER

Orders
Order / Rev: 2425622
 Alt Order #: WOC13475124
 Product Desc: CANDIDATE
 Estimate: 2828
 Flight Dates: 03/07/22 - 03/20/22
 Original Date / Rev: 03/08/22 / 03/08/22
 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 |
|------------|----------|---------|--------------|------------|
| 02/28/22 | 03/14/22 | 27 | \$6,495.00 | \$5,520.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|---------------|
| March 2022 | 27 | \$6,495.00 | \$5,520.75 | 115.90 |
| Totals | 27 | \$6,495.00 | \$5,520.75 | 115.90 |

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 | 17% | \$6,495.00 |
| Market | 100% | \$38,205.88 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 83% | \$31,710.88 |
| 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 | 03/07/22 | 03/11/22 | Local News @ 6a M-F | CM | 6-7a | -- 111-- | :30 | 3 | \$125.00 | P03 | 2.50 | NM | 3 | \$375.00 |
| | | | | WHAS11 WAKE UP NEWS @ € | | | | | | | | | | | |
| | | | | 2.8*.90 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 03/07/22 | 03/13/22 | -- 111-- | | 3 | | \$125.00 | | 2.50 | | | | | |

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Advertiser: POL/ David Nicholson / D / Mayor / KY
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 Estimate: 2828
WHAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|---------------------------------------|-----------------|--|-------|--|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| N 2 | WHAS | 03/09/22 | 03/14/22 | Good Morning America GOOD MORNING AMERICA | CM | 7-9a | 1-111-- | :30 | 4 | \$175.00 | P03 | 3.50 | NM | 4 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 03/07/22 | 03/13/22 | --111-- | | 3 | | | | \$125.00 | | 2.50 | | | |
| | | Week: 03/14/22 | 03/20/22 | 1----- | | 1 | | | | \$175.00 | | 3.50 | | | |
| N 3 | WHAS | 03/07/22 | 03/12/22 | Local News @ 9a Sa WAKE UP WEEKEND 9-10A | CM | 9-10a | -----1- | :30 | 1 | \$75.00 | P03 | 3.70 | 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: 03/07/22 | 03/13/22 | --111-- | | 3 | | | | \$175.00 | | 3.50 | | | |
| | | Week: 03/14/22 | 03/20/22 | 1----- | | 1 | | | | \$175.00 | | 3.50 | | | |
| N 4 | WHAS | 03/07/22 | 03/13/22 | This Week Su THIS WEEK | CM | 9-10a | -----1 | :30 | 1 | \$150.00 | P03 | 2.90 | 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: 03/07/22 | 03/13/22 | -----1 | | 1 | | | | \$150.00 | | 2.90 | | | |
| N 5 | WHAS | 03/07/22 | 03/11/22 | The View THE VIEW | CM | 11-12p | --111-- | :30 | 3 | \$75.00 | P03 | 2.30 | NM | 3 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 03/07/22 | 03/13/22 | --111-- | | 3 | | | | \$75.00 | | 2.30 | | | |
| N 6 | WHAS | 03/09/22 | 03/14/22 | Local News @ 6p M-F WHAS11 NEWS @ 6p | CM | 6-630p | 1-111-- | :30 | 4 | \$225.00 | P03 | 6.10 | 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: 03/07/22 | 03/13/22 | --111-- | | 3 | | | | \$225.00 | | 6.10 | | | |
| | | Week: 03/14/22 | 03/20/22 | 1----- | | 1 | | | | \$225.00 | | 6.10 | | | |
| N 7 | WHAS | 03/10/22 | 03/14/22 | ET 7-730p ENTERTAINMENT TONIGHT | CM | 7-730p | 1--11-- | :30 | 3 | \$250.00 | P03 | 6.00 | NM | 3 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 03/07/22 | 03/13/22 | ---11-- | | 2 | | | | \$250.00 | | 6.00 | | | |
| | | Week: 03/14/22 | 03/20/22 | 1----- | | 1 | | | | \$250.00 | | 6.00 | | | |
| N 8 | WHAS | 03/14/22 | 03/14/22 | Mon Prime Other THE BACHELOR FINALE | CM | 8:00 PM-10:00 PM (8:00 PM-10:00 PM) | 1----- | :30 | 1 | \$800.00 | P03 | 6.30 | 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: 03/14/22 | 03/20/22 | 1----- | | 1 | | | | \$800.00 | | 6.30 | | | |
| | | MUST RUN IN INSIDE POSITION - 7.0*.90 | | | | | | | | | | | | | |
| N 9 | WHAS | 03/07/22 | 03/11/22 | Fri Prime A SHARK TANK FRI | CM | 8:00 PM-9:00 PM (8:00 PM-9:00 PM) | ----1-- | :30 | 1 | \$475.00 | P03 | 4.60 | NM | 1 | \$475.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 03/07/22 | 03/13/22 | ----1-- | | 1 | | | | \$475.00 | | 4.60 | | | |
| | | MUST RUN IN INSIDE POSITION - 5.4*.85 | | | | | | | | | | | | | |
| N 10 | WHAS | 03/07/22 | 03/13/22 | Sun Prime Other 2nd Half American Idol | CM | 8:00 PM-10:00 PM (8:00 PM-10:00 PM) | -----1 | :30 | 1 | \$1,200.00 | P02 | 8.90 | NM | 1 | \$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: 03/07/22 | 03/13/22 | -----1 | | 1 | | | | \$1,200.00 | | 8.90 | | | |
| N 11 | WHAS | 03/07/22 | 03/12/22 | Local News @ 11p Sa WHAS11 NEWS AT 11 SAT | CM | 11-1135p | -----1- | :30 | 1 | \$125.00 | P03 | 3.90 | 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: 03/07/22 | 03/13/22 | -----1- | | 1 | | | | \$125.00 | | 3.90 | | | |
| N 12 | WHAS | 03/09/22 | 03/14/22 | LN (M-Su) WHAS11 NEWS AT 11 M-F/SU | CM | 11-1135p | 1-11--1 | :30 | 4 | \$180.00 | P03 | 3.70 | NM | 4 | \$720.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 03/07/22 | 03/13/22 | --11--1 | | 3 | | | | \$180.00 | | 3.70 | | | |
| | | Week: 03/14/22 | 03/20/22 | 1----- | | 1 | | | | \$180.00 | | 3.70 | | | |

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|----|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|-----|--------|-------|------------|
| | | | | | | | | | | | | | Totals | 27 | \$6,495.00 |