

# ORDER

**Orders**  
**Order / Rev:** 2462009  
 Alt Order #: WOC13572949  
 Product Desc: CANDIDATE  
 Estimate: 2860  
 Flight Dates: 04/11/22 - 04/24/22  
 Original Date / Rev: 04/11/22 / 04/12/22  
 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  
 Priority: P04

New Business End:  
 Advertiser External ID: 198872  
 Agency External ID: 20106AG  
 Unit Code: General  
 Order Separation: 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/18/22	14	\$1,500.00	\$1,275.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	14	\$1,500.00	\$1,275.00	50.20
<b>Totals</b>	<b>14</b>	<b>\$1,500.00</b>	<b>\$1,275.00</b>	<b>50.20</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%	\$1,500.00
Market	100%	\$10,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$8,500.00
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	04/11/22	04/18/22	Local News @ 6a M-F	CM	6:30 AM-7:00 AM	1-111--	:30	4	\$80.00	P04	2.30	NM	4	\$320.00
				WHAS11 WAKE UP NEWS @ (6:30 AM-7:00 AM)											
2.5*.90															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		04/11/22	04/17/22	1-111--			4	\$80.00	2.30						

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 Product Desc: CANDIDATE  
 Estimate: 2860  
**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: 04/11/22	04/17/22	1-111--					4	\$80.00		2.30			
<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>		
5	WHAS	04/11/22-04/17/22	Local News @ 6a M-F			6:30 AM-7:00 AM	6:30 AM-7:00 AM-WThF----	:30		<del>(\$80.00)</del>		2.30	NM		
See MG 2.5,2.6															
[Recon Preempt-Other: Spots not needed for recon]															
		Week: 04/18/22	04/24/22	1-----					1	\$80.00		2.30			
N 2	WHAS	04/11/22	04/18/22	Local News @ 12p M-F	CM	12-1p	1-11---	:30	3	\$50.00	P04	3.10	NM	3	\$150.00
WHAS11 NEWS AT NOON															
3.7*.85															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	1-11---					3	\$50.00		3.10			
<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>		
4	WHAS	04/11/22-04/17/22	Local News @ 12p M-F			12-1p	M-WTh-----	:30		<del>(\$50.00)</del>		3.10	NM		
See MG 2.5,2.6															
[Recon Preempt-Other: Spots not needed for recon]															
5	WHAS	04/11/22-04/17/22	Local News @ 12p M-F			12-1p	M-WTh-----	:30		<del>(\$50.00)</del>		3.10	NM		
Ⓜ Credited															
6	WHAS	04/11/22-04/17/22	Local News @ 6a M-F			6:30 AM-7:00 AM	6:30 AM-7:00 AM-WThF----	:30		<del>(\$80.00)</del>		2.30	NM		
Ⓜ Credited															
		Week: 04/18/22	04/24/22	1-----					1	\$50.00		3.10			
N 3	WHAS	04/11/22	04/15/22	Local News @ 6p M-F	CM	6-630p	----1--	:30	1	\$250.00	P03	5.60	NM	1	\$250.00
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: 04/11/22	04/17/22	----1--					1	\$250.00		5.60			
N 4	WHAS	04/12/22	04/18/22	ET 7-730p	CM	7-730p	11-1---	:30	3	\$150.00	P04	5.10	NM	3	\$450.00
ENTERTAINMENT TONIGHT															
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: 04/11/22	04/17/22	-1-1---					2	\$150.00		5.10			
		Week: 04/18/22	04/24/22	1-----					1	\$150.00		5.10			
N 5	WHAS	04/11/22	04/15/22	Local News @ 11p M-F	CM	11-1135p	----1--	:30	1	\$120.00	P04	3.80	NM	1	\$120.00
WHAS11 NEWS AT 11 M-F/SU															
4.5*.85															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	----1--					1	\$120.00		3.80			
N 6	WHAS	04/11/22	04/16/22	Local News @ 11p Sa	CM	11-1135p	-----1-	:30	1	\$90.00	P04	3.20	NM	1	\$90.00
WHAS11 NEWS AT 11 SAT															
3.8*.85															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	-----1-					1	\$90.00		3.20			
N 7	WHAS	04/11/22	04/17/22	Local News @ 11p Su	CM	11-1135p	-----1	:30	1	\$120.00	P04	3.80	NM	1	\$120.00
WHAS11 NEWS AT 11 M-F/SU															
4.5*.85															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	-----1					1	\$120.00		3.80			
													Totals	14	\$1,500.00