

ORDER

Orders
Order / Rev: 2460924
Alt Order #: WOC13571096
Product Desc: CANDIDATE
Estimate: 2856
Flight Dates: 04/11/22 - 04/24/22
Original Date / Rev: 04/08/22 / 04/08/22
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
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	16	\$2,430.00	\$2,065.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	16	\$2,430.00	\$2,065.50	67.40
Totals	16	\$2,430.00	\$2,065.50	67.40

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	16%	\$2,430.00
Market	100%	\$15,187.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	84%	\$12,757.50
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	04/12/22	04/18/22	Good Morning America	CM	7:00 AM-8:00 AM	11111--	:30	5	\$120.00	P04	3.30	NM	5	\$600.00
				GOOD MORNING AMERICA 7(7:00 AM-8:00 AM)											
3.9*.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	-1111--			4	\$120.00	3.30						

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 Estimate: 2856
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	-1111--		4				\$120.00		3.30			
Week:		04/18/22	04/24/22	1-----		1				\$120.00		3.30			
N 2	WHAS	04/12/22	04/15/22	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	----1--	:30	1	\$50.00	P04	3.10	NM	1	\$50.00
		<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				\$50.00		3.10			
N 3	WHAS	04/12/22	04/18/22	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	1111---	:30	4	\$250.00	P03	5.60	NM	4	\$1,000.00
		<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	-111---		3				\$250.00		5.60			
Week:		04/18/22	04/24/22	1-----		1				\$250.00		5.60			
N 4	WHAS	04/11/22	04/15/22	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	--1-1--	:30	2	\$150.00	P04	5.10	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:		04/11/22	04/17/22	--1-1--		2				\$150.00		5.10			
N 5	WHAS	04/12/22	04/18/22	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	1111---	:30	4	\$120.00	P04	3.80	NM	4	\$480.00
		<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	-111---		3				\$120.00		3.80			
Week:		04/18/22	04/24/22	1-----		1				\$120.00		3.80			
													Totals	16	\$2,430.00