

ORDER

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

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	04/18/22	16	\$1,630.00	\$1,385.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	16	\$1,630.00	\$1,385.50	55.60
Totals	16	\$1,630.00	\$1,385.50	55.60

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%	\$1,630.00
Market	100%	\$10,866.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$9,236.67
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 Start Date: 04/11/22, End Date: 04/17/22, Weekdays: 1-111-- Spots/Week: 4, Rate: \$80.00, Rating: 2.30															

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 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		(\$80.00)		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	5	\$280.00
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		(\$50.00)		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		\$50.00		3.10	NM		
Ⓜ MG for 1.5,2.4															
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		\$80.00		2.30	NM		
Ⓜ MG for 1.5,2.4															
Week:		04/18/22	04/24/22	1-----					1	\$50.00		3.10			
E 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			
E 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			
E 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			
E 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			
E 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													16	\$1,630.00	