

ORDER

Orders
Order / Rev: 2475457
Alt Order #: WOC13599246
Product Desc: CANDIDATE
Estimate: 2953
Flight Dates: 05/09/22 - 05/22/22
Original Date / Rev: 05/09/22 / 05/09/22
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
04/25/22	05/16/22	26	\$6,295.00	\$5,350.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	26	\$6,295.00	\$5,350.75	98.30
Totals	26	\$6,295.00	\$5,350.75	98.30

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%	\$6,295.00
Market	100%	\$41,966.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$35,671.67
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	05/10/22	05/16/22	Good Morning America	CM	7:00 AM-8:00 AM	11111--	:30	5	\$200.00	P03	3.30	NM	5	\$1,000.00	
				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:		05/09/22	05/15/22	-1111--			4			\$200.00			3.30			

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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: 05/09/22	05/15/22	-1111--		4				\$200.00		3.30			
		Week: 05/16/22	05/22/22	1-----		1				\$200.00		3.30			
N 2	WHAS	05/09/22	05/14/22	Local News @ 9a Sa WAKE UP WEEKEND 9-10A	CM	9-10a	-----1-	:30	1	\$75.00	P03	3.30	NM	1	\$75.00
				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: 05/09/22	05/15/22	-----1-		1				\$75.00		3.30			
N 3	WHAS	05/09/22	05/15/22	Good Morning America GOOD MORNING AMERICA	CM	8-9a	-----1	:30	1	\$75.00	P03	2.80	NM	1	\$75.00
				3.3*.85											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-----1		1				\$75.00		2.80			
N 4	WHAS	05/09/22	05/15/22	This Week Su THIS WEEK	CM	9-10a	-----1	:30	1	\$150.00	P03	2.70	NM	1	\$150.00
				3.0*.90											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-----1		1				\$150.00		2.70			
N 5	WHAS	05/10/22	05/16/22	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	11-1---	:30	3	\$400.00	P02	5.60	NM	3	\$1,200.00
				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: 05/09/22	05/15/22	-1-1---		2				\$400.00		5.60			
		Week: 05/16/22	05/22/22	1-----		1				\$400.00		5.60			
N 6	WHAS	05/10/22	05/16/22	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	1-11---	:30	3	\$400.00	P02	5.10	NM	3	\$1,200.00
				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: 05/09/22	05/15/22	--11---		2				\$400.00		5.10			
		Week: 05/16/22	05/22/22	1-----		1				\$400.00		5.10			
N 7	WHAS	05/16/22	05/16/22	Mon Prime C THE GOOD DOCTOR Season f	CM	10-11p	1-----	:30	1	\$450.00	P04	3.60	NM	1	\$450.00
				4.0*.90											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	1-----		1				\$450.00		3.60			
N 8	WHAS	05/09/22	05/15/22	Sun Prime Other 2nd Ha Sun Prime Other 2nd Prgm	CM	6-10p	-----1	:30	1	\$875.00	P03	7.50	NM	1	\$875.00
				8.8*.85											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-----1		1				\$875.00		7.50			
N 9	WHAS	05/10/22	05/16/22	LN (M-Su) WHAS11 NEWS AT 11 M-F	CM	11-1135p	1111---	:30	4	\$200.00	P02	3.80	NM	4	\$800.00
				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: 05/09/22	05/15/22	-111---		3				\$200.00		3.80			
		Week: 05/16/22	05/22/22	1-----		1				\$200.00		3.80			
N 10	WHAS	05/09/22	05/14/22	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT	CM	11-1135p	-----1-	:30	1	\$150.00	P03	3.20	NM	1	\$150.00
				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: 05/09/22	05/15/22	-----1-		1				\$150.00		3.20			
N 11	WHAS	05/09/22	05/15/22	Local News @ 11p Su WHAS11 NEWS AT 11 SU	CM	11-1135p	-----1	:30	1	\$200.00	P03	3.80	NM	1	\$200.00
				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: 05/09/22	05/15/22	-----1		1				\$200.00		3.80			
N 12	WHAS	05/10/22	05/16/22	Jimmy Kimmel JIMMY KIMMEL	CM	1135p-1237a	1111---	:30	4	\$30.00	P04	1.90	NM	4	\$120.00
				2.4*.80											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-111---		3				\$30.00		1.90			
		Week: 05/16/22	05/22/22	1-----		1				\$30.00		1.90			

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													Totals	26	\$6,295.00