

ORDER

Orders
Order / Rev: 2476883
 Alt Order #: WOC13603168
 Product Desc: CANDIDATE
 Estimate: 2965
 Flight Dates: 05/09/22 - 05/15/22
 Original Date / Rev: 05/12/22 / 05/12/22
 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: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/15/22	2	\$1,500.00	\$1,275.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	2	\$1,500.00	\$1,275.00	6.80
Totals	2	\$1,500.00	\$1,275.00	6.80

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	05/09/22	05/15/22	NBA Playoffs DT Game 1	CM	Various	-----2	:30	2	\$750.00	P02	3.40	NM	2	\$1,500.00
PLEASE RUN IN INSIDE POSITIONS															
		<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	-----2		2				\$750.00		3.40			

Order / Rev: 2476883
 Alt Order #: WOC13603168
 Flight Dates: 05/09/22 - 05/15/22

Advertiser: POL/ David Nicholson / D / Mayor / KY
 Product Desc: CANDIDATE
 Estimate: 2965

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: 05/09/22	05/15/22	-----2		2				\$750.00		3.40			
													Totals	2	\$1,500.00