

# ORDER

**Orders**  
**Order / Rev:** 2448576  
**Alt Order #:** WOC13553241  
**Product Desc:** Political  
**Estimate:** 254  
**Flight Dates:** 03/29/22 - 04/04/22  
**Original Date / Rev:** 03/25/22 / 03/28/22  
**Order Type:** General

**WHAS**  
**Primary AE:** Taylor Fritsch  
**Sales Office:** TSWAS  
**Sales Region:** NAT

**Agency**  
**Name:** GPS Impact / POL  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** \_\_\_\_\_  
220 SE 6th St #330  
Des Moines, IA 50309

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/ Neville Blakemore / D / County C  
**Demographic:** A55+  
**Product Codes:** PL-Candidate: Judicial (LUR)  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Candidate  
**Priority:** P04

**New Business End:** \_\_\_\_\_  
**Advertiser External ID:** 199066  
**Agency External ID:** 37809AG  
**Unit Code:** General  
**Order Separation:** 00:30:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/04/22	54	\$8,725.00	\$7,416.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	54	\$8,725.00	\$7,416.25	240.60
<b>Totals</b>	<b>54</b>	<b>\$8,725.00</b>	<b>\$7,416.25</b>	<b>240.60</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	18%	\$8,725.00
Market	100%	\$48,472.22

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$39,747.22
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	03/29/22	04/04/22	Local News @ 6a M-F	CM	6-7a	MTWTF--	:30	5	\$80.00	P04	2.50	NM	5	\$400.00
				WHAS11 WAKE UP NEWS @ 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 03/29/22	04/04/22	MTWTF--	5	\$80.00	2.50								

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 Estimate: 254  
**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: 03/29/22	04/04/22	MTWTF--		5				\$80.00		2.50			
N 2	WHAS	03/29/22	04/04/22	Good Morning America GOOD MORNING AMERICA	CM	7-9a	MTWTF--	:30	5	\$120.00	P04	4.10	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/29/22	04/04/22	MTWTF--		5				\$120.00		4.10			
N 3	WHAS	03/29/22	04/02/22	Good Morning America GOOD MORNING AMERICA	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	-----S-	:30	1	\$45.00	P04	3.70	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/22	04/03/22	-----S-		1				\$45.00		3.70			
N 4	WHAS	03/29/22	04/03/22	Good Morning America GOOD MORNING AMERICA	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----S	:30	1	\$50.00	P04	3.50	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: 03/28/22	04/03/22	-----S		1				\$50.00		3.50			
N 5	WHAS	03/29/22	04/04/22	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	MTWTF--	:30	5	\$50.00	P04	4.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/29/22	04/04/22	MTWTF--		5				\$50.00		4.00			
N 6	WHAS	03/29/22	04/04/22	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	MTWTF--	:30	5	\$160.00	P04	7.50	NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/29/22	04/04/22	MTWTF--		5				\$160.00		7.50			
N 7	WHAS	03/29/22	04/04/22	ABC World News ABC WORLD NEWS	CM	630-7p	MTWTF--	:30	5	\$500.00	P04	9.10	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/29/22	04/04/22	MTWTF--		5				\$500.00		9.10			
N 8	WHAS	03/29/22	04/03/22	ABC World News Su ABC WORLD NEWS SUN	CM	6-630p	-----S	:30	1	\$500.00	P04	6.80	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/22	04/03/22	-----S		1				\$500.00		6.80			
N 9	WHAS	03/29/22	04/04/22	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	MTWTF--	:30	5	\$150.00	P04	6.40	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/29/22	04/04/22	MTWTF--		5				\$150.00		6.40			
N 10	WHAS	03/29/22	04/04/22	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	MTWTF--	:30	5	\$150.00	P04	6.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/29/22	04/04/22	MTWTF--		5				\$150.00		6.00			
N 11	WHAS	03/29/22	04/04/22	Mon Prime Other AMERICAN IDOL MON	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	-----	:30	1	\$500.00	P04	6.10	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/29/22	04/04/22	M-----		1				\$500.00		6.10			
N 12	WHAS	03/29/22	03/31/22	Thu Prime A STATION 19	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	---T---	:30	1	\$500.00	P04	5.60	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/28/22	04/03/22	---T---		1				\$500.00		5.60			
N 13	WHAS	03/29/22	04/04/22	LN (M-Su) WHAS11 NEWS AT 11	CM	11-1135p	MTWTFSS	:30	2	\$120.00	P04	4.70	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/29/22	04/04/22	MTWTFSS		2				\$120.00		4.70			
N 14	WHAS	03/29/22	04/04/22	Jimmy Kimmel JIMMY KIMMEL	CM	1135p-1237a	MTWTF--	:30	3	\$30.00	P04	2.50	NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/29/22	04/04/22	MTWTF--		3				\$30.00		2.50			
N 15	WHAS	03/29/22	04/04/22	Local News @ 530p M-FCM Local News @ 530p M-F	CM	530-6p	-TWTF--	:30	4	\$140.00	P04	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/29/22	04/04/22	-TWTF--		4				\$140.00		0.00			
N 16	WHAS	03/29/22	04/04/22		CM	5-6a		:30	4	\$40.00	P04	0.00	NM	4	\$160.00

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 Estimate: 254  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 5a M-F			- TWTF - -								
				Local News @ 5a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		03/29/22	04/04/22	- TWTF - -		4		\$40.00		0.00					
N 17	WHAS	03/29/22	04/04/22	Local News @ 430a M-FCM		430-5a	- TWTF - -	:30	1	\$30.00	P04	0.00	NM	1	\$30.00
				Local News @ 430a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		03/29/22	04/04/22	- TWTF - -		1		\$30.00		0.00					
													Totals	54	\$8,725.00