

ORDER

Orders
Order / Rev: 2456524
Alt Order #: WOC13563168
Product Desc: Political
Estimate: 256
Flight Dates: 04/05/22 - 04/11/22
Original Date / Rev: 04/01/22 / 04/01/22
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

New Business Thru:
Advertiser External ID: 199066
Agency External ID: 37809AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/11/22	38	\$8,175.00	\$6,948.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	38	\$8,175.00	\$6,948.75	201.20
Totals	38	\$8,175.00	\$6,948.75	201.20

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%	\$8,175.00
Market	100%	\$54,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$46,325.00
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	04/05/22	04/11/22	Local News @ 6a M-F	CM	6-7a	MTWTF--	:30	5	\$80.00	P04	2.50	NM	5	\$400.00
				WHAS11 WAKE UP NEWS @ 6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		04/05/22	04/11/22	MTWTF--	5	\$80.00	2.50								

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 Product Desc: Political
 Estimate: 256
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	04/05/22	04/11/22	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: 04/05/22	04/11/22	MTWTF--					5	\$80.00		2.50			
		GOOD MORNING AMERICA													
N 3	WHAS	04/05/22	04/09/22	Good Morning America	CM	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: 04/05/22	04/11/22	MTWTF--					5	\$120.00		4.10			
		GOOD MORNING AMERICA (7:00 AM-9:00 AM)													
N 4	WHAS	04/05/22	04/10/22	Good Morning America	CM	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: 04/04/22	04/10/22	-----S-					1	\$45.00		3.70			
		GOOD MORNING AMERICA (8:00 AM-9:00 AM)													
N 5	WHAS	04/05/22	04/11/22	Local News @ 12p M-F	CM	12-1p	MTWTF--	:30	3	\$50.00	P04	4.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/05/22	04/11/22	MTWTF--					3	\$50.00		4.00			
		WHAS11 NEWS AT NOON													
N 6	WHAS	04/05/22	04/11/22	Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	5	\$250.00	P03	7.50	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/05/22	04/11/22	MTWTF--					5	\$250.00		7.50			
		WHAS11 NEWS @ 6p													
N 7	WHAS	04/05/22	04/11/22	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: 04/05/22	04/11/22	MTWTF--					5	\$500.00		9.10			
		ABC WORLD NEWS													
N 8	WHAS	04/05/22	04/10/22	ABC World News Su	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: 04/04/22	04/10/22	-----S					1	\$500.00		6.80			
		ABC WORLD NEWS SUN													
N 9	WHAS	04/05/22	04/11/22	ET 7-730p	CM	7-730p	MTWTF--	:30	3	\$150.00	P04	6.40	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/05/22	04/11/22	MTWTF--					3	\$150.00		6.40			
		ENTERTAINMENT TONIGHT													
N 10	WHAS	04/05/22	04/11/22	Inside Ed 730-8p	CM	730-8p	MTWTF--	:30	2	\$150.00	P04	6.00	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: 04/05/22	04/11/22	MTWTF--					2	\$150.00		6.00			
		INSIDE EDITION													
N 11	WHAS	04/05/22	04/11/22	Mon Prime Other	CM	8:00 PM-10:00 PM	-----	:30	1	\$800.00	P03	6.10	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/05/22	04/11/22	M-----					1	\$800.00		6.10			
		AMERICAN IDOL MON (8:00 PM-10:00 PM)													
N 12	WHAS	04/05/22	04/07/22	Thu Prime B	CM	9-10p	---T---	:30	1	\$800.00	P04	5.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/04/22	04/10/22	---T---					1	\$800.00		5.00			
		GREY'S ANATOMY													
N 13	WHAS	04/05/22	04/11/22	LN (M-Su)	CM	11-1135p	MTWTF-S	: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: 04/05/22	04/11/22	MTWTF-S					2	\$120.00		4.70			
		WHAS11 NEWS AT 11													
N 14	WHAS	04/05/22	04/11/22	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: 04/05/22	04/11/22	MTWTF--					3	\$30.00		2.50			
		JIMMY KIMMEL													

Totals 38 \$8,175.00