

ORDER

Orders
Order / Rev: 2435652
 Alt Order #: WOC13501351
 Product Desc: Political
 Estimate: 251
 Flight Dates: 03/22/22 - 03/28/22
 Original Date / Rev: 03/21/22 / 03/22/22
 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
02/28/22	03/27/22	28	\$5,625.00	\$4,781.25
03/28/22	03/28/22	9	\$2,100.00	\$1,785.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2022	28	\$5,625.00	\$4,781.25	148.50
April 2022	9	\$2,100.00	\$1,785.00	46.90
Totals	37	\$7,725.00	\$6,566.25	195.40

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	21%	\$7,725.00
Market	100%	\$36,785.71

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	79%	\$29,060.71
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	03/22/22	03/28/22	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>			

Order / Rev: 2435652
 Alt Order #: WOC13501351
 Flight Dates: 03/22/22 - 03/28/22

Advertiser: POL/ Neville Blakemore / D / County Cle
 Product Desc: Political
 Estimate: 251
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	03/22/22	03/28/22	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: 03/22/22	03/28/22	MTWTF--					5	\$80.00		2.50			
		GOOD MORNING AMERICA													
N 3	WHAS	03/22/22	03/26/22	Good Morning America CM		7-9a	-----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: 03/22/22	03/28/22	MTWTF--					5	\$120.00		4.10			
		GOOD MORNING AMERICA													
N 4	WHAS	03/22/22	03/27/22	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: 03/21/22	03/27/22	-----S-					1	\$45.00		3.70			
		GOOD MORNING AMERICA (8:00 AM-9:00 AM)													
N 5	WHAS	03/22/22	03/28/22	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: 03/22/22	03/28/22	MTWTF--					3	\$50.00		4.00			
		WHAS11 NEWS AT NOON													
N 6	WHAS	03/22/22	03/28/22	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: 03/22/22	03/28/22	MTWTF--					5	\$250.00		7.50			
		WHAS11 NEWS @ 6p													
N 7	WHAS	03/22/22	03/28/22	ABC World News CM		630-7p	11111--	: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: 03/22/22	03/28/22	11111--					5	\$500.00		9.10			
		ABC WORLD NEWS													
N 8	WHAS	03/22/22	03/27/22	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: 03/21/22	03/27/22	-----S					1	\$500.00		6.80			
		ABC WORLD NEWS SUN													
		<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>		
		1	WHAS	03/21/22-03/27/22	ABC World News Su	6-630p	-----Su	:30		(\$500.00)		6.80	NM		
		See MG 8.2													
		[Program Change-Acade Awards Red Carpet-mw]													
		2	WHAS	03/21/22-03/27/22	ABC World News Su	6-630p	-----Su	:30		\$500.00		6.80	NM		
		MG for 8.1 03/27													
N 9	WHAS	03/22/22	03/28/22	ET 7-730p CM		7-730p	MTWTF--	:30	2	\$150.00	P04	6.40	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: 03/22/22	03/28/22	MTWTF--					2	\$150.00		6.40			
		ENTERTAINMENT TONIGHT													
N 10	WHAS	03/22/22	03/28/22	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: 03/22/22	03/28/22	MTWTF--					2	\$150.00		6.00			
		INSIDE EDITION													
N 11	WHAS	03/22/22	03/28/22	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: 03/22/22	03/28/22	M-----					1	\$800.00		6.10			
		AMERICAN IDOL MON (8:00 PM-10:00 PM)													
N 12	WHAS	03/22/22	03/24/22	Thu Prime A CM		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: 03/21/22	03/27/22	---T---					1	\$500.00		5.60			
		STATION 19 (8:00 PM-9:00 PM)													
N 13	WHAS	03/22/22	03/28/22	LN (M-Su) 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: 03/22/22	03/28/22	MTWTFSS					2	\$120.00		4.70			
		WHAS11 NEWS AT 11													
N 14	WHAS	03/22/22	03/28/22	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: 03/22/22	03/28/22	MTWTF--					3	\$30.00		2.50			
		JIMMY KIMMEL													

Order / Rev: 2435652
 Alt Order #: WOC13501351
 Flight Dates: 03/22/22 - 03/28/22

Advertiser: POL/ Neville Blakemore / D / County Cle
 Product Desc: Political
 Estimate: 251

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: 03/22/22	03/28/22	MTWTF--		3				\$30.00		2.50			
													Totals	37	\$7,725.00