

ORDER

Orders
Order / Rev: 2469123
Alt Order #: WOC13586931
Product Desc: Political
Estimate: 275
Flight Dates: 04/26/22 - 05/02/22
Original Date / Rev: 04/26/22 / 04/27/22
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
04/25/22	05/02/22	8	\$1,350.00	\$1,147.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	8	\$1,350.00	\$1,147.50	23.90
Totals	8	\$1,350.00	\$1,147.50	23.90

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%	\$1,350.00
Market	100%	\$9,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$7,650.00
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 3	WHAS	04/26/22	05/02/22	Jimmy Kimmel JIMMY KIMMEL	CM	1135p-1237a	MTWTF--	:30	5	\$30.00	P04	2.50	NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/22	05/02/22	MTWTF--		5				\$30.00		2.50			

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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:		04/26/22	05/02/22	MTWTF--					5	\$30.00		2.50				
<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>
2	MHAS	04/28/22-04/28/22		Jimmy Kimmel DB								---Th----	:30	\$30.00	2.50	NM
3	MHAS	04/29/22-04/29/22		Jimmy Kimmel DB								-----F----	:30	\$30.00	2.50	NM
4	MHAS	04/29/22-04/29/22		Jimmy Kimmel DB								-----F----	:30	\$30.00	2.50	NM
N 4	WHAS	04/26/22	04/30/22	NFL Draft Non-Prime	CM	12:00 PM-7:00 PM	-----S-	:30	1	\$100.00	P04	2.60	NM	1	\$100.00	
				NFL DRAFT ROUNDS 4-7	(12:00 PM-7:00 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		04/25/22	05/01/22	-----S-					1	\$100.00		2.60				
<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	MHAS	04/25/22-05/01/22		NFL Draft Non-Prime					12:00 PM-7:00 PM			-----Sa--	:30	\$100.00	2.60	NM
N 5	WHAS	04/26/22	05/01/22	Sun Prime A	CM	7-8p	-----S	:30	1	\$300.00	P04	3.80	NM	1	\$300.00	
				Sun Prime A												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		04/25/22	05/01/22	-----S					1	\$300.00		3.80				
N 6	WHAS	05/02/22	05/02/22	Mon Prime A	CM	8-9p	M-----	:30	1	\$800.00	P03	5.00	NM	1	\$800.00	
				American Idol												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		05/02/22	05/08/22	M-----					1	\$800.00		5.00				
													Totals	8	\$1,350.00	