

ORDER

Orders
Order / Rev: 2467845
Alt Order #: WOC13584693
Product Desc: Political
Estimate: 272
Flight Dates: 04/26/22 - 05/02/22
Original Date / Rev: 04/22/22 / 04/22/22
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
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	32	\$6,525.00	\$5,546.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	32	\$6,525.00	\$5,546.25	144.70
Totals	32	\$6,525.00	\$5,546.25	144.70

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%	\$6,525.00
Market	100%	\$43,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$36,975.00
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	04/26/22	05/02/22	Local News @ 6a M-F	CM	6:00 AM-6:30 AM	MTWTF--	:30	5	\$125.00	P03	2.50	NM	5	\$625.00
				WHAS11 WAKE UP NEWS @ (6:00 AM-6:30 AM)											
		<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	\$125.00	2.50								

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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				\$125.00		2.50			
N 2	WHAS	04/26/22	05/02/22	Local News @ 6a M-F WHAS11 WAKE UP NEWS @ (6:30 AM-7:00 AM)	CM	6:30 AM-7:00 AM	MTWTF--	:30	4	\$125.00	P03	2.50	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/26/22	05/02/22	MTWTF--		4				\$125.00		2.50			
N 3	WHAS	04/26/22	05/02/22	Good Morning America GOOD MORNING AMERICA 7(7:00 AM-8:00 AM)	CM	7:00 AM-8:00 AM	MTWTF--	:30	5	\$200.00	P03	4.10	NM	5	\$1,000.00
		<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				\$200.00		4.10			
N 4	WHAS	04/26/22	05/02/22	Good Morning America GOOD MORNING AMERICA 8(8:00 AM-9:00 AM)	CM	8:00 AM-9:00 AM	MTWTF--	:30	5	\$200.00	P03	4.10	NM	5	\$1,000.00
		<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				\$200.00		4.10			
N 5	WHAS	04/26/22	04/30/22	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-----S-	:30	1	\$75.00	P03	3.70	NM	1	\$75.00
		<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				\$75.00		3.70			
N 6	WHAS	04/26/22	05/01/22	Good Morning America GOOD MORNING AMERICA (8:00 AM-8:58 AM)	CM	8:00 AM-8:58 AM	-----S	:30	1	\$75.00	P03	3.50	NM	1	\$75.00
		<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				\$75.00		3.50			
N 7	WHAS	04/26/22	05/02/22	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	530-6p	MTWTF--	:30	5	\$225.00	P03	5.50	NM	5	\$1,125.00
		<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				\$225.00		5.50			
N 8	WHAS	04/26/22	05/02/22	Local News @ 6p M-F WHAS11 NEWS @ 6p	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: 04/26/22	05/02/22	MTWTF--		5				\$250.00		7.50			
N 9	WHAS	04/26/22	05/01/22	Sun Prime Other 2nd Ha Sun Prime Other 2nd Prgm	CM	6-10p	-----S	:30	1	\$875.00	P03	9.00	NM	1	\$875.00
		<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				\$875.00		9.00			
													Totals	32	\$6,525.00