

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

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	04/04/22	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
Totals	54	\$8,725.00	\$7,416.25	240.60

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 @ 1											
		<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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	03/29/22	04/04/22	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: 03/29/22	04/04/22	MTWTF--					5	\$80.00		2.50			
				GOOD MORNING AMERICA											
N 3	WHAS	03/29/22	04/02/22	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: 03/29/22	04/04/22	MTWTF--					5	\$120.00		4.10			
				GOOD MORNING AMERICA (7:00 AM-9:00 AM)											
N 4	WHAS	03/29/22	04/03/22	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: 03/28/22	04/03/22	-----S-					1	\$45.00		3.70			
				GOOD MORNING AMERICA (8:00 AM-9:00 AM)											
N 5	WHAS	03/29/22	04/04/22	Local News @ 12p M-F 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			
				WHAS11 NEWS AT NOON											
N 6	WHAS	03/29/22	04/04/22	Local News @ 6p M-F 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			
				WHAS11 NEWS @ 6p											
N 7	WHAS	03/29/22	04/04/22	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: 03/29/22	04/04/22	MTWTF--					5	\$500.00		9.10			
				ABC WORLD NEWS											
N 8	WHAS	03/29/22	04/03/22	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: 03/28/22	04/03/22	-----S					1	\$500.00		6.80			
				ABC WORLD NEWS SUN											
N 9	WHAS	03/29/22	04/04/22	ET 7-730p 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			
				ENTERTAINMENT TONIGHT											
N 10	WHAS	03/29/22	04/04/22	Inside Ed 730-8p 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			
				INSIDE EDITION											
N 11	WHAS	03/29/22	04/04/22	Mon Prime Other CM		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			
				AMERICAN IDOL MON (8:00 PM-10:00 PM)											
N 12	WHAS	03/29/22	03/31/22	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: 03/28/22	04/03/22	---T---					1	\$500.00		5.60			
				STATION 19 (8:00 PM-9:00 PM)											
N 13	WHAS	03/29/22	04/04/22	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: 03/29/22	04/04/22	MTWTFSS					2	\$120.00		4.70			
				WHAS11 NEWS AT 11											
N 14	WHAS	03/29/22	04/04/22	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: 03/29/22	04/04/22	MTWTF--					3	\$30.00		2.50			
				JIMMY KIMMEL											
N 15	WHAS	03/29/22	04/04/22	Local News @ 530p M-FCM		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			
				Local News @ 530p M-F											
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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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