

ORDER

Orders
Order / Rev: 2461428
Alt Order #: WOC13571963
Product Desc: Political
Estimate: 262
Flight Dates: 04/12/22 - 04/18/22
Original Date / Rev: 04/08/22 / 04/11/22
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	04/18/22	41	\$8,725.00	\$7,416.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	41	\$8,725.00	\$7,416.25	222.00
Totals	41	\$8,725.00	\$7,416.25	222.00

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%	\$8,725.00
Market	100%	\$58,166.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$49,441.67
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	04/12/22	04/18/22	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: 04/12/22	04/18/22	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	04/12/22	04/18/22	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: 04/12/22	04/18/22	MTWTF--		5				\$80.00		2.50			
		GOOD MORNING AMERICA													
N 3	WHAS	04/12/22	04/16/22	Good Morning America	CM	7-9a	-----S-	:30	1	\$45.00	P04	3.70	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/12/22	04/18/22	MTWTF--		5				\$120.00		4.10			
		GOOD MORNING AMERICA													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	-----S-		1				\$45.00		3.70			
		<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	04/11/22-04/17/22	Good Morning America Sa	7-9a	-----Sa--	:30		(\$45.00)		3.70	NM		
		See MG 4.2,4.3													
N 4	WHAS	04/12/22	04/17/22	Good Morning America	CM	8:00 AM-9:00 AM	-----S	:30	1	\$50.00	P04	3.50	NM	2	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	-----S		1				\$50.00		3.50			
		GOOD MORNING AMERICA (8:00 AM-9:00 AM)													
		<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	04/11/22-04/17/22	Good Morning America Su	8:00 AM-9:00 AM	-----Su	:30		(\$50.00)		3.50	NM		
		See MG 4.2,4.3													
		2	WHAS	04/11/22-04/17/22	Good Morning America Su	8:00 AM-9:00 AM	-----Su	:30		\$75.00		3.50	NM		
		Ⓜ MG for 3.1,4.1 [APPROVED 4/11/22]													
		3	WHAS	04/11/22-04/17/22	Nightline	1237-106a	MTWThF----	:30		\$20.00		3.70	NM		
		Ⓜ MG for 3.1,4.1 [APPROVED 4/11/22]													
N 5	WHAS	04/12/22	04/18/22	Local News @ 12p M-F	CM	12-1p	MTWTF--	:30	2	\$50.00	P04	4.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/12/22	04/18/22	MTWTF--		2				\$50.00		4.00			
		WHAS11 NEWS AT NOON													
N 6	WHAS	04/12/22	04/18/22	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: 04/12/22	04/18/22	MTWTF--		5				\$250.00		7.50			
		WHAS11 NEWS @ 6p													
N 7	WHAS	04/12/22	04/18/22	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: 04/12/22	04/18/22	MTWTF--		5				\$500.00		9.10			
		ABC WORLD NEWS													
N 8	WHAS	04/12/22	04/17/22	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: 04/11/22	04/17/22	-----S		1				\$500.00		6.80			
		ABC WORLD NEWS SUN													
N 9	WHAS	04/12/22	04/18/22	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: 04/12/22	04/18/22	MTWTF--		5				\$150.00		6.40			
		ENTERTAINMENT TONIGHT													
N 10	WHAS	04/12/22	04/18/22	Inside Ed 730-8p	CM	730-8p	MTWTF--	:30	4	\$150.00	P04	6.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/12/22	04/18/22	MTWTF--		4				\$150.00		6.00			
		INSIDE EDITION													
N 11	WHAS	04/12/22	04/18/22	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: 04/12/22	04/18/22	M-----		1				\$800.00		6.10			
		AMERICAN IDOL MON (8:00 PM-10:00 PM)													
N 12	WHAS	04/12/22	04/14/22	Thu Prime Other	CM	9:00 PM-10:00 PM	---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: 04/11/22	04/17/22	---T---		1				\$800.00		5.00			
		Grey's Anatomy (9:00 PM-10:00 PM)													
N 13	WHAS	04/12/22	04/18/22		CM	11-1135p	MTWTF-S	:30	2	\$120.00	P04	4.70	NM	2	\$240.00

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WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LN (M-Su)											
				WHAS11 NEWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/12/22	04/18/22	MTWTF-S			2			\$120.00			4.70		
N 14	WHAS	04/12/22	04/18/22	Jimmy Kimmel	CM	1135p-1237a	MTWTF--	:30	3	\$30.00	P04	2.50	NM	3	\$90.00
				JIMMY KIMMEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		04/12/22	04/18/22	MTWTF--			3			\$30.00			2.50		
													Totals	41	\$8,725.00