

ORDER

Orders
Order / Rev: 2470049
Alt Order #: WOC13588677
Product Desc: 2022
Estimate: 14411
Flight Dates: 04/29/22 - 05/03/22
Original Date / Rev: 04/28/22 / 04/28/22
Order Type: General

WHAS
Primary AE: Taylor Fritsch
Sales Office: TSWAS
Sales Region: NAT

Agency
Name: Red Eagle Media Group / POL
Buying Contact: _____
Billing Contact: _____
815 Slaters Lane
Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: ISS/ Hoosier Values
Demographic: A55+
Product Codes: IS-US House
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue
Priority: P04

New Business End: _____
Advertiser External ID: 199524
Agency External ID: 20245AG
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/03/22	10	\$3,800.00	\$3,230.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	10	\$3,800.00	\$3,230.00	16.76
Totals	10	\$3,800.00	\$3,230.00	16.76

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%	\$3,800.00
Market	100%	\$25,333.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$21,533.33
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	04/29/22	05/03/22	Local News @ 5a M-F	CM	5-6a	11--1--	:30	3	\$125.00	P02	0.56	NM	3	\$375.00
				WHAS11 WAKE UP NEWS @ :											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/29/22	05/05/22	11--1--	3	\$125.00	0.56								

Order / Rev: 2470049
 Alt Order #: WOC13588677
 Flight Dates: 04/29/22 - 05/03/22

Advertiser: ISS/ Hoosier Values
 Product Desc: 2022
 Estimate: 14411

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: 04/29/22	05/05/22	11--1--					3	\$125.00		0.56			
N 2	WHAS	04/29/22	05/01/22	Local News @ 630p Su CM WHAS11 NEWS SUNDAY	CM	630-7p	-----1	:30	1	\$400.00	P02	4.17	NM	1	\$400.00
		<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	-----1					1	\$400.00		4.17			
N 3	WHAS	04/29/22	05/02/22	Mon Prime A Mon Prime A	CM	8-9p	1-----	:30	1	\$1,275.00	P02	2.98	NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/29/22	05/05/22	1-----					1	\$1,275.00		2.98			
N 4	WHAS	04/29/22	04/29/22	Fri Prime Other 20/20 FRI	CM	9:00 PM-11:00 PM (9:00 PM-11:00 PM)	----1--	:30	1	\$650.00	P02	3.15	NM	3	\$650.00
		<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	----1--					1	\$650.00		3.15			
<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	04/25/22-05/01/22	Fri Prime Other			9:00 PM-11:00 PM	-----F----	:30		(\$650.00)	3.15	NM			
See MG 4.2,4.3,4.4															
2	WHAS	04/25/22-05/01/22	Local News @ 11p Sa			11-1135p	-----Sa--	:30		\$250.00	1.05	NM			
Ⓜ MG for 4.1 04/29 [Approved MG 4.28.22]															
3	WHAS	04/25/22-05/01/22	Local News @ 11p Su			11-1135p	-----Su	:30		\$325.00	1.05	NM			
Ⓜ MG for 4.1 04/29 [Approved MG 4.28.22]															
4	WHAS	05/02/22-05/02/22	Jimmy Kimmel			1135p-1237a	M-----	:30		\$75.00	1.05	NM			
Ⓜ MG for 4.1 04/29 [Approved MG 4.28.22]															
N 5	WHAS	04/29/22	04/30/22	Sat Prime Other Sat Prime Other	CM	7:57 PM-9:00 PM (7:57 PM-9:00 PM)	-----1-	:30	1	\$350.00	P02	1.17	NM	1	\$350.00
		<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	-----1-					1	\$350.00		1.17			
N 6	WHAS	04/29/22	05/01/22	Sun Prime A AMERICA'S FUNNIEST HOME	CM	7-8p	-----1	:30	1	\$750.00	P02	3.61	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	-----1					1	\$750.00		3.61			
													Totals	10	\$3,800.00