

# ORDER

**Orders**  
**Order / Rev:** 2656720  
 Alt Order #: WOC14017603  
 Product Desc: Issue  
 Estimate: 5466  
 Flight Dates: 03/13/23 - 03/19/23  
 Original Date / Rev: 03/03/23 / 03/06/23  
 Order Type: General

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

**Agency**  
**Name:** Armada Strategies / POL  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
2637 E Atlantic Blvd, #42878  
Pompano Beach, FL 33662

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

**Advertiser**  
**Name:** ISS/ Commonwealth Pac  
 Demographic: A25-54  
 Product Codes: IS-Issue/Non Ballot  
 Revenue Code 1: AGY  
 Revenue Code 2: (POL) Political  
 Revenue Code 3: (POL) Issue  
 Priority: P04

New Business End: \_\_\_\_\_  
 Advertiser External ID: M212689  
 Agency External ID: 73555AG  
 Unit Code: General  
 Order Separation: 00:05:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/27/23	03/19/23	51	\$27,970.00	\$23,774.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2023	51	\$27,970.00	\$23,774.50	0.00
<b>Totals</b>	<b>51</b>	<b>\$27,970.00</b>	<b>\$23,774.50</b>	<b>0.00</b>

**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%	\$27,970.00
Market	100%	\$186,466.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$158,496.67
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	03/13/23	03/16/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	-- 11---	:30	2	\$300.00	P02	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/23	03/19/23	-- 11---		2				\$300.00		0.00			

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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: 03/13/23	03/19/23	--11---		2				\$300.00		0.00			
N 2	WHAS	03/13/23	03/17/23	Good Morning America GOOD MORNING AMERICA	CM		-1111--	:30	4	\$325.00	P02	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/23	03/19/23	-1111--		4				\$325.00		0.00			
N 3	WHAS	03/13/23	03/18/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-----1-	:30	1	\$180.00	P02	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/23	03/19/23	-----1-		1				\$180.00		0.00			
N 4	WHAS	03/13/23	03/18/23	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9-10a	-----1-	:30	1	\$180.00	P02	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/23	03/19/23	-----1-		1				\$180.00		0.00			
N 5	WHAS	03/13/23	03/19/23	Good Morning America GOOD MORNING AMERICA	CM	8-9a	-----1	:30	1	\$200.00	P02	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/23	03/19/23	-----1		1				\$200.00		0.00			
N 6	WHAS	03/13/23	03/19/23	This Week Su THIS WEEK	CM	9-10a	-----1	:30	1	\$350.00	P02	0.00	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: 03/13/23	03/19/23	-----1		1				\$350.00		0.00			
N 7	WHAS	03/13/23	03/16/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	1111---	:30	4	\$180.00	P02	0.00	NM	4	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/23	03/19/23	1111---		4				\$180.00		0.00			
N 8	WHAS	03/13/23	03/17/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	-1111--	:30	4	\$350.00	P02	0.00	NM	4	\$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: 03/13/23	03/19/23	-1111--		4				\$350.00		0.00			
N 9	WHAS	03/13/23	03/16/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	1111---	:30	4	\$400.00	P02	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/23	03/19/23	1111---		4				\$400.00		0.00			
N 10	WHAS	03/13/23	03/17/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	-1111--	:30	4	\$450.00	P02	0.00	NM	4	\$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: 03/13/23	03/19/23	-1111--		4				\$450.00		0.00			
N 11	WHAS	03/13/23	03/16/23	ABC World News ABC WORLD NEWS 630P	CM	630-7p	1111---	:30	4	\$1,525.00	P02	0.00	NM	4	\$6,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/23	03/19/23	1111---		4				\$1,525.00		0.00			
N 12	WHAS	03/13/23	03/17/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	-1111--	:30	4	\$500.00	P02	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/23	03/19/23	-1111--		4				\$500.00		0.00			
N 13	WHAS	03/13/23	03/17/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	11-11--	:30	4	\$500.00	P02	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/13/23	03/19/23	11-11--		4				\$500.00		0.00			
N 14	WHAS	03/13/23	03/14/23	Tue Prime A THE ROOKIE	CM	8-9p	-1-----	:30	1	\$800.00	P02	0.00	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: 03/13/23	03/19/23	-1-----		1				\$800.00		0.00			

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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:		03/13/23	03/19/23	-1-----					1	\$800.00		0.00			
<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	03/13/23-03/19/23		Tue Prime A		8-9p	-T-----	:30		<del>(\$800.00)</del>		0.00	NM		
See MG 14.2 [Program Change]															
2	WHAS	03/13/23-03/19/23		Tue Prime Other		8-11p	-T-----	:30		\$800.00		0.00	NM		
Ⓜ MG for 14.1 03/14															
N 15	WHAS	03/13/23	03/14/23	Tue Prime C WILL TRENT	CM	10-11p	-1-----	:30	1	\$650.00	P02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/13/23	03/19/23	-1-----					1	\$650.00		0.00			
N 16	WHAS	03/13/23	03/16/23	Thu Prime B GREY'S ANATOMY	CM	9:00 PM-10:00 PM (9:00 PM-10:00 PM)	---1---	:30	1	\$2,050.00	P02	0.00	NM	1	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/13/23	03/19/23	---1---					1	\$2,050.00		0.00			
N 17	WHAS	03/13/23	03/17/23	Fri Prime A SHARK TANK FRI	CM	8-9p	----1--	:30	1	\$750.00	P02	0.00	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:		03/13/23	03/19/23	----1--					1	\$750.00		0.00			
N 18	WHAS	03/13/23	03/17/23	Fri Prime Other 20/20	CM	8-11p	----1--	:30	1	\$650.00	P02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/13/23	03/19/23	----1--					1	\$650.00		0.00			
N 19	WHAS	03/13/23	03/19/23	Sun Prime Other 2nd Half AMERICAN IDOL SUN	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	-----1	:30	1	\$2,000.00	P02	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/13/23	03/19/23	-----1					1	\$2,000.00		0.00			
N 20	WHAS	03/13/23	03/19/23	Sun Prime D THE COMPANY YOU KEEP	CM	10-11p	-----1	:30	1	\$800.00	P02	0.00	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:		03/13/23	03/19/23	-----1					1	\$800.00		0.00			
N 21	WHAS	03/13/23	03/19/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	111---1	:30	4	\$400.00	P02	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/13/23	03/19/23	111---1					4	\$400.00		0.00			
N 22	WHAS	03/13/23	03/14/23	Jimmy Kimmel JIMMY KIMMEL	CM	1135p-1237a	11-----	:30	2	\$120.00	P02	0.00	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:		03/13/23	03/19/23	11-----					2	\$120.00		0.00			
<b>Totals</b>													<b>51</b>	<b>\$27,970.00</b>	