

# ORDER

**Orders**  
**Order / Rev:** 2656625  
**Alt Order #:** WOC14017590  
**Product Desc:** Issue  
**Estimate:** 5462  
**Flight Dates:** 03/06/23 - 03/12/23  
**Original Date / Rev:** 03/03/23 / 03/07/23  
**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:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/27/23	03/12/23	51	\$25,645.00	\$21,798.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2023	51	\$25,645.00	\$21,798.25	0.00
<b>Totals</b>	<b>51</b>	<b>\$25,645.00</b>	<b>\$21,798.25</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%	\$25,645.00
Market	100%	\$170,966.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$145,321.67
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	03/06/23	03/09/23	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: 03/06/23	03/12/23	-- 11---		2				\$300.00		0.00			

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**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		03/06/23	03/12/23	--11---	2	\$300.00	0.00								
N 2	WHAS	03/06/23	03/09/23	Good Morning America GOOD MORNING AMERICA	CM	7:00 AM-9:00 AM	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:		03/06/23	03/12/23	1111---	4	\$325.00	0.00								
N 3	WHAS	03/06/23	03/11/23	Good Morning America GOOD MORNING AMERICA	CM	7:00 AM-9:00 AM	-----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:		03/06/23	03/12/23	-----1-	1	\$180.00	0.00								
N 4	WHAS	03/06/23	03/11/23	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:		03/06/23	03/12/23	-----1-	1	\$180.00	0.00								
N 5	WHAS	03/06/23	03/12/23	Good Morning America GOOD MORNING AMERICA	CM	8:00 AM-9:00 AM	-----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:		03/06/23	03/12/23	-----1	1	\$200.00	0.00								
N 6	WHAS	03/06/23	03/12/23	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:		03/06/23	03/12/23	-----1	1	\$350.00	0.00								
N 7	WHAS	03/06/23	03/10/23	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:		03/06/23	03/12/23	-1111--	4	\$180.00	0.00								
N 8	WHAS	03/06/23	03/10/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	11-11--	: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:		03/06/23	03/12/23	11-11--	4	\$350.00	0.00								
N 9	WHAS	03/06/23	03/10/23	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:		03/06/23	03/12/23	-1111--	4	\$400.00	0.00								
N 10	WHAS	03/06/23	03/09/23	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:		03/06/23	03/12/23	1111---	4	\$450.00	0.00								
N 11	WHAS	03/06/23	03/10/23	ABC World News ABC WORLD NEWS 630P	CM	630-7p	11-11--	: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:		03/06/23	03/12/23	11-11--	4	\$1,525.00	0.00								
N 12	WHAS	03/06/23	03/10/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	1-111--	: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:		03/06/23	03/12/23	1-111--	4	\$500.00	0.00								
N 13	WHAS	03/06/23	03/10/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	--111--	:30	3	\$500.00	P02	0.00	NM	3	\$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:		03/06/23	03/12/23	--111--	3	\$500.00	0.00								
N 14	WHAS	03/06/23	03/06/23	Mon Prime C THE GOOD DOCTOR	CM	10-11p	1-----	:30	1	\$1,150.00	P02	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		03/06/23	03/12/23	1-----	1	\$1,150.00	0.00								
N 16	WHAS	03/06/23	03/09/23	Thu Prime A STATION 19	CM	8-9p	---1---	:30	1	\$1,275.00	P02	0.00	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:		03/06/23	03/12/23	---1---	1	\$1,275.00	0.00								
N 17	WHAS	03/06/23	03/10/23		CM	8-9p		:30	1	\$750.00	P02	0.00	NM	1	\$750.00

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WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Fri Prime A			----1--								
				SHARK TANK FRI											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/06/23	03/12/23	----1--		1			\$750.00			0.00			
N18	WHAS	03/06/23	03/10/23	Fri Prime Other	CM	8-11p	----1--	:30	1	\$650.00	P02	0.00	NM	1	\$650.00
				20/20											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/06/23	03/12/23	----1--		1			\$650.00			0.00			
N19	WHAS	03/06/23	03/12/23	Sun Prime D	CM	10-11p	-----1	:30	1	\$800.00	P02	0.00	NM	1	\$800.00
				THE COMPANY YOU KEEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/06/23	03/12/23	-----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	03/06/23-03/12/23	Sun Prime D			10-11p	-----Su	:30		<del>(\$800.00)</del>		0.00	NM		
See MG 19.2															
[Program Change]															
2	WHAS	03/06/23-03/12/23	Oscars Red Carpet Show			630-730p	-----Su	:30		\$800.00		0.00	NM		
Ⓜ MG for 19.1 03/12															
N20	WHAS	03/06/23	03/09/23	LN (M-Su)	CM	11-1135p	1111---	:30	4	\$400.00	P02	0.00	NM	4	\$1,600.00
				WHAS11 NEWS AT 11 M-F/SU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/06/23	03/12/23	1111---		4			\$400.00			0.00			
N21	WHAS	03/06/23	03/09/23	Jimmy Kimmel	CM	1135p-1237a	--11---	:30	2	\$120.00	P02	0.00	NM	2	\$240.00
				JIMMY KIMMEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/06/23	03/12/23	--11---		2			\$120.00			0.00			
N22	WHAS	03/06/23	03/10/23	General Hospital	CM	2-3p	---11--	:30	2	\$250.00	P02	0.00	NM	2	\$500.00
				GENERAL HOSPITAL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/06/23	03/12/23	---11--		2			\$250.00			0.00			
N23	WHAS	03/06/23	03/08/23	Wed Prime A	CM		--1----	:30	1	\$750.00	P02	0.00	NM	1	\$750.00
				THE CONNERS/THE GOLDBEI											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/06/23	03/12/23	--1----		1			\$750.00			0.00			
													Totals	51	\$25,645.00