

# ORDER

**Orders**  
**Order / Rev:** 2685625  
 Alt Order #: WOC14093758  
 Product Desc: Issue  
 Estimate: 5536  
 Flight Dates: 04/03/23 - 04/09/23  
 Original Date / Rev: 03/31/23 / 04/06/23  
 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: A55+  
 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
03/27/23	04/09/23	27	\$10,840.00	\$9,214.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	27	\$10,840.00	\$9,214.00	123.40
<b>Totals</b>	<b>27</b>	<b>\$10,840.00</b>	<b>\$9,214.00</b>	<b>123.40</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	12%	\$10,840.00
Market	100%	\$90,333.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$79,493.33
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	04/03/23	04/07/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	11111--	:30	5	\$300.00	P02	2.20	NM	5	\$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: 04/03/23	04/09/23	11111--		5				\$300.00		2.20			

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**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	04/03/23	04/07/23	Local News @ 12p M-F	CM	12-1p	11--1--	:30	3	\$180.00	P02	3.50	NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/03/23	04/09/23	11111--		5				\$300.00		2.20			
		WHAS11 NEWS AT NOON													
N 3	WHAS	04/03/23	04/07/23	Local News @ 4p M-F	CM	3:58 PM-4:58 PM	11111--	:30	5	\$180.00	P02	3.30	NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/03/23	04/09/23	1-1-1--		3				\$180.00		3.50			
		WHAS11 NEWS @ 4P (3:58 PM-4:58 PM)													
	<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>		
	2	WHAS	04/03/23-04/09/23	Local News @ 4p M-F		3:58 PM-4:58 PM	3:58 PM-4:58 PMTWThF----	:30		<del>(\$180.00)</del>		3.30	NM		
		Credited [cr]													
	3	WHAS	04/03/23-04/09/23	Local News @ 4p M-F		3:58 PM-4:58 PM	3:58 PM-4:58 PMTWThF----	:30		<del>(\$180.00)</del>		3.30	NM		
		Credited [cr]													
N 4	WHAS	04/03/23	04/04/23	Local News @ 5p M-F	CM	5-530p	-1-----	:30	1	\$350.00	P02	4.50	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: 04/03/23	04/09/23	-1-----		1				\$350.00		4.50			
		WHAS11 NEWS @ 5p													
N 5	WHAS	04/03/23	04/05/23	Local News @ 530p M-F	CM	530-6p	--1----	:30	1	\$400.00	P02	5.30	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: 04/03/23	04/09/23	--1----		1				\$400.00		5.30			
		WHAS11 NEWS @ 530P													
	<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	04/03/23-04/09/23	Local News @ 530p M-F		530-6p	--W-----	:30		<del>(\$400.00)</del>		5.30	NM		
		Credited [cr]													
N 6	WHAS	04/03/23	04/06/23	Local News @ 6p M-F	CM	6-630p	1--1---	:30	2	\$450.00	P02	7.60	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/03/23	04/09/23	1--1---		2				\$450.00		7.60			
		WHAS11 NEWS @ 6p													
N 7	WHAS	04/03/23	04/09/23	LN (M-Su)	CM	11-1135p	1-1---1	:30	3	\$400.00	P02	5.20	NM	3	\$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: 04/03/23	04/09/23	1-1---1		3				\$400.00		5.20			
		WHAS11 NEWS AT 11 M-F/SU													
N 8	WHAS	04/03/23	04/04/23	Tue Prime A	CM	8-9p	-1-----	:30	1	\$800.00	P02	6.80	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: 04/03/23	04/09/23	-1-----		1				\$800.00		6.80			
		THE ROOKIE													
N 9	WHAS	04/03/23	04/05/23	Wed Prime B	CM	9-10p	--1----	:30	1	\$875.00	P02	3.80	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/03/23	04/09/23	--1----		1				\$875.00		3.80			
		ABBOTT ELEMENTARY/NOT L													
N 10	WHAS	04/03/23	04/06/23	Thu Prime A	CM	8-9p	---1---	:30	1	\$1,275.00	P02	6.90	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: 04/03/23	04/09/23	---1---		1				\$1,275.00		6.90			
		STATION 19													
N 11	WHAS	04/03/23	04/07/23	Fri Prime A	CM	8-9p	----1--	:30	1	\$750.00	P02	5.20	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: 04/03/23	04/09/23	----1--		1				\$750.00		5.20			
		SHARK TANK FRI													
N 12	WHAS	04/03/23	04/08/23	Local News @ 9a Sa	CM	9-10a	-----1-	:30	1	\$180.00	P02	4.30	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: 04/03/23	04/09/23	-----1-		1				\$180.00		4.30			
		GMK WEEKEND 9-10A													
N 13	WHAS	04/03/23	04/08/23	Local News @ 11p Sa	CM	11-1135p	-----1-	:30	1	\$300.00	P02	4.30	NM	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: 04/03/23	04/09/23	-----1-		1				\$300.00		4.30			
		WHAS11 NEWS AT 11 SAT													

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/03/23	04/09/23	-----1-		1				\$300.00		4.30			
N 14	WHAS	04/03/23	04/09/23	Good Morning America 3M GOOD MORNING AMERICA	CM	8-9a	-----1	:30	1	\$200.00	P02	3.60	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: 04/03/23	04/09/23	-----1		1				\$200.00		3.60			
N 15	WHAS	04/03/23	04/09/23	Local News @ 630p Su CM WHAS11 NEWS SUNDAY	CM	630-7p	-----1	:30	1	\$500.00	P02	8.60	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: 04/03/23	04/09/23	-----1		1				\$500.00		8.60			
N 16	WHAS	04/03/23	04/09/23	Sun Prime A AMERICA'S FUNNIEST HOME	CM	7-8p	-----1	:30	1	\$750.00	P02	9.90	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: 04/03/23	04/09/23	-----1		1				\$750.00		9.90			
N 17	WHAS	04/06/23	04/07/23	Local News @ 4p M-F CM WHAS11 NEWS @ 4P	CM	3:58 PM-4:58 PM (3:58 PM-4:58 PM)	---TF--	:30	1	\$180.00	P02	3.30	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: 04/03/23	04/09/23	---TF--		1				\$180.00		3.30			
													Totals	27	\$10,840.00