

# ORDER

**Orders**  
**Order / Rev:** 2669265  
 Alt Order #: WOC14067616  
 Product Desc: Issue  
 Estimate: 5501  
 Flight Dates: 03/20/23 - 04/02/23  
 Original Date / Rev: 03/17/23 / 03/17/23  
 Order Type: \*Must Change Default\*

**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	03/26/23	41	\$18,205.00	\$15,474.25
03/27/23	03/27/23	5	\$3,305.00	\$2,809.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2023	41	\$18,205.00	\$15,474.25	217.10
April 2023	5	\$3,305.00	\$2,809.25	25.80
<b>Totals</b>	<b>46</b>	<b>\$21,510.00</b>	<b>\$18,283.50</b>	<b>242.90</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%	\$21,510.00
Market	100%	\$179,250.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$157,740.00
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	03/20/23	03/24/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	- 1111 - -	:30	4	\$300.00	P02	2.20	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Estimate: 5501  
**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: 03/20/23	03/26/23	-1111--		4				\$300.00		2.20			
N 2	WHAS	03/20/23	03/24/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	-1111--	:30	4	\$180.00	P02	4.00	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: 03/20/23	03/26/23	-1111--		4				\$180.00		4.00			
N 3	WHAS	03/20/23	03/24/23	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4:00 PM-5:00 PM	--111--	:30	3	\$180.00	P02	3.70	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: 03/20/23	03/26/23	--111--		3				\$180.00		3.70			
N 4	WHAS	03/20/23	03/24/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	---11--	:30	2	\$350.00	P02	5.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/20/23	03/26/23	---11--		2				\$350.00		5.00			
N 5	WHAS	03/20/23	03/23/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	-1-1---	:30	2	\$400.00	P02	5.90	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/20/23	03/26/23	-1-1---		2				\$400.00		5.90			
N 6	WHAS	03/20/23	03/23/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	-111---	:30	3	\$450.00	P02	8.50	NM	3	\$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: 03/20/23	03/26/23	-111---		3				\$450.00		8.50			
N 7	WHAS	03/20/23	03/24/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	--111--	:30	3	\$500.00	P02	8.70	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: 03/20/23	03/26/23	--111--		3				\$500.00		8.70			
N 8	WHAS	03/20/23	03/23/23	Jimmy Kimmel JIMMY KIMMEL	CM	1135p-1237a	-111---	:30	3	\$120.00	P02	3.00	NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/20/23	03/26/23	-111---		3				\$120.00		3.00			
N 9	WHAS	03/20/23	03/21/23	Tue Prime A THE ROOKIE	CM	8-9p	-1-----	:30	1	\$800.00	P02	4.70	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: 03/20/23	03/26/23	-1-----		1				\$800.00		4.70			
N 10	WHAS	03/20/23	03/22/23	Wed Prime C A MILLION LITTLE THINGS	CM	10:00 PM-11:00 PM	--1----	:30	1	\$750.00	P02	3.10	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: 03/20/23	03/26/23	--1----		1				\$750.00		3.10			
N 11	WHAS	03/20/23	03/23/23	Thu Prime A STATION 19	CM	8-9p	---1---	:30	1	\$1,275.00	P02	6.20	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: 03/20/23	03/26/23	---1---		1				\$1,275.00		6.20			
N 12	WHAS	03/20/23	03/23/23	Thu Prime C ALASKA DAILY	CM	10-11p	---1---	:30	1	\$750.00	P02	4.50	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: 03/20/23	03/26/23	---1---		1				\$750.00		4.50			
N 13	WHAS	03/20/23	03/24/23	Fri Prime A SHARK TANK FRI	CM	8-9p	----1--	:30	1	\$750.00	P02	6.10	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: 03/20/23	03/26/23	----1--		1				\$750.00		6.10			
N 14	WHAS	03/20/23	03/24/23	Fri Prime Other 20/20	CM	9:00 PM-11:00 PM	----1--	:30	1	\$650.00	P02	6.20	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: 03/20/23	03/26/23	----1--		1				\$650.00		6.20			
N 15	WHAS	03/20/23	03/25/23	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT	CM	11:00 PM-11:35 PM	-----1-	:30	1	\$300.00	P02	4.50	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: 03/20/23	03/26/23	-----1-		1				\$300.00		4.50			
N 16	WHAS	03/20/23	03/25/23		CM	1135p-1205a		:30	1	\$160.00	P02	3.70	NM	1	\$160.00

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**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Inside Ed 1135p-1205a S:			-----1-								
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/20/23	03/26/23	-----1-		1				\$160.00		3.70			
N17	WHAS	03/20/23	03/26/23	This Week Su THIS WEEK	CM	9-10a	-----1	:30	1	\$350.00	P02	3.20	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:		03/20/23	03/26/23	-----1		1				\$350.00		3.20			
N18	WHAS	03/20/23	03/26/23	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	-----1	:30	1	\$500.00	P02	11.10	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:		03/20/23	03/26/23	-----1		1				\$500.00		11.10			
N19	WHAS	03/20/23	03/26/23	Sun Prime A AMERICA'S FUNNIEST HOME	CM	7-8p	-----1	:30	1	\$750.00	P02	8.40	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:		03/20/23	03/26/23	-----1		1				\$750.00		8.40			
N20	WHAS	03/20/23	03/26/23	Sun Prime Other 2nd Half AMERICAN IDOL SUN	CM	8:00 PM-10:00 PM	-----1	:30	1	\$2,000.00	P02	10.10	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:		03/20/23	03/26/23	-----1		1				\$2,000.00		10.10			
N21	WHAS	03/20/23	03/26/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	-1111-1	:30	5	\$400.00	P02	5.40	NM	5	\$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:		03/20/23	03/26/23	-1111-1		5				\$400.00		5.40			
N22	WHAS	03/27/23	03/27/23	Local News @ 6a M-F GMK @ 6A	CM	6:00 AM-7:00 AM	1-----	:30	1	\$300.00	P02	2.40	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:		03/27/23	04/02/23	1-----		1				\$300.00		2.40			
N23	WHAS	03/27/23	03/27/23	GMA3 GMA3	CM	1-2p	1-----	:30	1	\$180.00	P02	2.70	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:		03/27/23	04/02/23	1-----		1				\$180.00		2.70			
N24	WHAS	03/27/23	03/27/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	1-----	:30	1	\$400.00	P02	5.80	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:		03/27/23	04/02/23	1-----		1				\$400.00		5.80			
N25	WHAS	03/27/23	03/27/23	Mon Prime Other AMERICAN IDOL MON	CM	8-11p	1-----	:30	1	\$1,275.00	P02	9.50	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:		03/27/23	04/02/23	1-----		1				\$1,275.00		9.50			
N26	WHAS	03/27/23	03/27/23	Mon Prime C THE GOOD DOCTOR	CM	10-11p	1-----	:30	1	\$1,150.00	P02	5.40	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:		03/27/23	04/02/23	1-----		1				\$1,150.00		5.40			
													Totals	46	\$21,510.00