

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 / 03/03/23
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: A50+
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	03/12/23	50	\$25,645.00	\$21,798.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2023	50	\$25,645.00	\$21,798.25	0.00
Totals	50	\$25,645.00	\$21,798.25	0.00

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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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	03/09/23	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:		03/06/23	03/12/23	1111---		4				\$500.00		0.00			
N 13	WHAS	03/06/23	03/10/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	-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:		03/06/23	03/12/23	-1111--		4				\$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 15	WHAS	03/06/23	03/07/23	Tue Prime B THE ROOKIE: FEDS	CM	9-10p	-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:		03/06/23	03/12/23	-1-----		1				\$750.00		0.00			
N 16	WHAS	03/06/23	03/09/23		CM	8-9p		:30	1	\$1,275.00	P02	0.00	NM	1	\$1,275.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Thu Prime A STATION 19			---1---								
		<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			
N17	WHAS	03/06/23	03/10/23	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:		03/06/23	03/12/23	----1--		1				\$750.00		0.00			
N18	WHAS	03/06/23	03/10/23	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:		03/06/23	03/12/23	----1--		1				\$650.00		0.00			
N19	WHAS	03/06/23	03/12/23	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:		03/06/23	03/12/23	-----1		1				\$800.00		0.00			
N20	WHAS	03/06/23	03/09/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	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			
N21	WHAS	03/06/23	03/08/23	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:		03/06/23	03/12/23	-11----		2				\$120.00		0.00			
													Totals	50	\$25,645.00