

ORDER

Orders
Order / Rev: 2685623
 Alt Order #: WOC14093761
 Product Desc: Issue
 Estimate: 5537
 Flight Dates: 04/10/23 - 04/16/23
 Original Date / Rev: 03/31/23 / 03/31/23
 Order Type: General

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

Agency
Name: Stronger Than Communications / POL
 Buying Contact: _____
 Billing Contact: _____
1322 G Street SE
Washington, DC 20003

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: M205441AG
 Unit Code: General
 Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/27/23	04/12/23	10	\$3,865.00	\$3,285.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	10	\$3,865.00	\$3,285.25	41.00
Totals	10	\$3,865.00	\$3,285.25	41.00

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	12%	\$3,865.00
Market	100%	\$32,208.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$28,343.33
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	04/10/23	04/12/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	111----	:30	3	\$300.00	P02	2.20	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/23	04/16/23	111----		3				\$300.00		2.20			

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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: 04/10/23	04/16/23	111----		3				\$300.00		2.20			
N 2	WHAS	04/10/23	04/12/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	--1----	:30	1	\$180.00	P02	3.50	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: 04/10/23	04/16/23	--1----		1				\$180.00		3.50			
N 3	WHAS	04/10/23	04/12/23	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4-5p	-11----	:30	2	\$180.00	P02	3.30	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/23	04/16/23	-11----		2				\$180.00		3.30			
N 4	WHAS	04/10/23	04/10/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	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: 04/10/23	04/16/23	1-----		1				\$350.00		4.50			
N 5	WHAS	04/10/23	04/12/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	--1----	:30	1	\$400.00	P02	5.30	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: 04/10/23	04/16/23	--1----		1				\$400.00		5.30			
N 6	WHAS	04/10/23	04/10/23	Mon Prime Other AMERICAN IDOL MON	CM	8-11p	1-----	:30	1	\$1,275.00	P02	9.30	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: 04/10/23	04/16/23	1-----		1				\$1,275.00		9.30			
N 7	WHAS	04/10/23	04/11/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	-1-----	:30	1	\$400.00	P02	5.20	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: 04/10/23	04/16/23	-1-----		1				\$400.00		5.20			
													Totals	10	\$3,865.00