

# 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 / 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   | 04/09/23 | 29      | \$11,420.00  | \$9,707.00 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount        | Rating        |
|---------------|-----------|--------------------|-------------------|---------------|
| April 2023    | 29        | \$11,420.00        | \$9,707.00        | 132.00        |
| <b>Totals</b> | <b>29</b> | <b>\$11,420.00</b> | <b>\$9,707.00</b> | <b>132.00</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   | 12%   | \$11,420.00 |
| Market | 100%  | \$95,166.67 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| UNKWN | 88%   | \$83,746.67 |
| 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 | 04/03/23          | 04/07/23        | Local News @ 6a M-F<br>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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 Estimate: 5536  
**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: 04/03/23    | 04/09/23        | 11111--                                      |       | 5                                    |         |     |       | \$300.00    |     | 2.20          |      |       |            |
| N 2  | WHAS | 04/03/23          | 04/07/23        | Local News @ 12p M-F<br>WHAS11 NEWS AT NOON  | 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        | 11--1--                                      |       | 3                                    |         |     |       | \$180.00    |     | 3.50          |      |       |            |
| N 3  | WHAS | 04/03/23          | 04/07/23        | Local News @ 4p M-F<br>WHAS11 NEWS @ 4P      | CM    | 3:58 PM-4:58 PM<br>(3:58 PM-4:58 PM) | 11111-- | :30 | 5     | \$180.00    | P02 | 3.30          | NM   | 5     | \$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        | 11111--                                      |       | 5                                    |         |     |       | \$180.00    |     | 3.30          |      |       |            |
| N 4  | WHAS | 04/03/23          | 04/04/23        | Local News @ 5p M-F<br>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: 04/03/23    | 04/09/23        | -1-----                                      |       | 1                                    |         |     |       | \$350.00    |     | 4.50          |      |       |            |
| N 5  | WHAS | 04/03/23          | 04/05/23        | Local News @ 530p M-F<br>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: 04/03/23    | 04/09/23        | --1----                                      |       | 1                                    |         |     |       | \$400.00    |     | 5.30          |      |       |            |
| N 6  | WHAS | 04/03/23          | 04/06/23        | Local News @ 6p M-F<br>WHAS11 NEWS @ 6p      | 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          |      |       |            |
| N 7  | WHAS | 04/03/23          | 04/09/23        | LN (M-Su)<br>WHAS11 NEWS AT 11 M-F/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          |      |       |            |
| N 8  | WHAS | 04/03/23          | 04/04/23        | Tue Prime A<br>THE ROOKIE                    | 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          |      |       |            |
| N 9  | WHAS | 04/03/23          | 04/05/23        | Wed Prime B<br>ABBOTT ELEMENTARY/NOT C       | 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          |      |       |            |
| N 10 | WHAS | 04/03/23          | 04/06/23        | Thu Prime A<br>STATION 19                    | 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          |      |       |            |
| N 11 | WHAS | 04/03/23          | 04/07/23        | Fri Prime A<br>SHARK TANK FRI                | 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          |      |       |            |
| N 12 | WHAS | 04/03/23          | 04/08/23        | Local News @ 9a Sa<br>GMK WEEKEND 9-10A      | 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          |      |       |            |
| N 13 | WHAS | 04/03/23          | 04/08/23        | Local News @ 11p Sa<br>WHAS11 NEWS AT 11 SAT | 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          |      |       |            |
| N 14 | WHAS | 04/03/23          | 04/09/23        | Good Morning America<br>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<br>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        |  | CM    | 7-8p                                 |         | :30 | 1     | \$750.00    | P02 | 9.90          | 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      |
|----|----|-------------------|-----------------|-------------------------|-------|-------------------|--------|-----|-------|-------------|-----|---------------|--------|-------|-------------|
|    |    |                   |                 | Sun Prime A             |       |                   | -----1 |     |       |             |     |               |        |       |             |
|    |    |                   |                 | AMERICA'S FUNNIEST HOME |       |                   |        |     |       |             |     |               |        |       |             |
|    |    | <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          |        |       |             |
|    |    |                   |                 |                         |       |                   |        |     |       |             |     |               | Totals | 29    | \$11,420.00 |