

# ORDER

**Orders**  
**Order / Rev:** 2698765  
 Alt Order #: WOC14117305  
 Product Desc: KY 2023  
 Estimate: 15793  
 Flight Dates: 05/08/23 - 05/16/23  
 Original Date / Rev: 05/01/23 / 05/01/23  
 Order Type: General

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

**Agency**  
**Name:** American Media & Advocacy Group/ F  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
815 Slaters Lane  
Alexandria, VA 22314

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
**Name:** POL/ Citizens for Adams / R / Sec of S  
 Demographic: A35+  
 Product Codes: PL-Candidate: State Secretary of State  
 Revenue Code 1: AGY  
 Revenue Code 2: (POL) Political  
 Revenue Code 3: (POL) Candidate  
 Priority: P04

New Business End: \_\_\_\_\_  
 Advertiser External ID: M216207  
 Agency External ID: 9204AG  
 Unit Code: General  
 Order Separation: 00:05:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/01/23	05/16/23	12	\$1,030.00	\$875.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2023	12	\$1,030.00	\$875.50	11.43
<b>Totals</b>	<b>12</b>	<b>\$1,030.00</b>	<b>\$875.50</b>	<b>11.43</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%	\$1,030.00
Market	100%	\$8,583.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$7,553.33
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	05/08/23	05/15/23	Local News @ 430a M-FCM GMK @ 430A		430-5a	1--1---	:30	2	\$30.00	P04	0.80	NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/08/23	05/14/23	1--1---		2		\$30.00		0.80					
		Week: 05/15/23	05/21/23	1-----		1		\$30.00		0.80					

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 Estimate: 15793  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	05/08/23	05/16/23	Local News @ 5a M-F GMK @ 5A	CM	5-6a	-- 1----	:30	1	\$80.00	P03	0.83	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	1-- 1---					2	\$30.00		0.80			
		Week: 05/15/23	05/21/23	1-----					1	\$30.00		0.80			
N 3	WHAS	05/08/23	05/12/23	Local News @ 6a M-F GMK @ 6A	CM		---- 1--	:30	1	\$150.00	P03	1.20	NM	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: 05/08/23	05/14/23	-- 1----					1	\$80.00		0.83			
		Week: 05/15/23	05/21/23	- 1-----					1	\$80.00		0.83			
N 4	WHAS	05/08/23	05/11/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	--- 1---	:30	1	\$200.00	P03	1.61	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: 05/08/23	05/14/23	--- 1---					1	\$200.00		1.61			
N 5	WHAS	05/08/23	05/14/23	ROS EM (Su) 6-8a GMK WEEKEND 6-8A	CM		----- 1	:30	1	\$30.00	P03	1.09	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	----- 1					1	\$30.00		1.09			
N 6	WHAS	05/08/23	05/12/23	Great Day Live 9-10a GREAT DAY LIVE	CM	9-10a	---- 1--	:30	1	\$40.00	P04	0.57	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	---- 1--					1	\$40.00		0.57			
N 7	WHAS	05/08/23	05/15/23	Access Daily 10-11a ACCESS DAILY	CM	10-11a	-- 1----	:30	1	\$30.00	P04	0.45	NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-- 1----					1	\$30.00		0.45			
		Week: 05/15/23	05/21/23	1-----					1	\$30.00		0.45			
N 8	WHAS	05/08/23	05/14/23	Sun Prime A AMERICA'S FUNNIEST HOME	CM	7-8p	----- 1	:30	1	\$300.00	P04	2.00	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: 05/08/23	05/14/23	----- 1					1	\$300.00		2.00			
Totals													12	\$1,030.00	