

ORDER

Orders
Order / Rev: 2698763
 Alt Order #: WOC14117326
 Product Desc: KY 2023
 Estimate: 15811
 Flight Dates: 05/02/23 - 05/07/23
 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	05/07/23	11	\$1,610.00	\$1,368.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2023	11	\$1,610.00	\$1,368.50	15.32
Totals	11	\$1,610.00	\$1,368.50	15.32

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%	\$1,610.00
Market	100%	\$13,416.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$11,806.67
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	05/02/23	05/04/23	Local News @ 5a M-F GMK 5:00AM	CM	5-6a	- 1- 1- - -	:15/:15	2	\$80.00	P03	0.83	DN	3	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/01/23	05/07/23	- 1- 1- - -		2		\$80.00		0.83					

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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:		05/01/23	05/07/23	- 1- 1- - -					2	\$80.00		0.83			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	WHAS	05/01/23-05/07/23		Local News @ 5a M-F		5-6a			- T- Th- - - - -	:15/:15	(\$80.00)	0.83	DN		
See MG 1.5, 1.6 [No Copy]															
5	WHAS	05/01/23-05/07/23		Local News @ 5a M-F		5-6a			- - W- - - - - - -	:15/:15	\$80.00	0.83	DN		
Ⓜ MG for 1.2, 6.2															
6	WHAS	05/01/23-05/07/23		Local News @ 530p M-F		530-6p			- - - Th- - - - -	:15/:15	\$225.00	1.79	DN		
Ⓜ MG for 1.2, 6.2															
N 2	WHAS	05/02/23	05/05/23	Local News @ 6a M-F	CM	6-7a	- - 1- 1- - -	:15/:15	2	\$150.00	P03	1.20	DN	2	\$300.00
GMK 6:00AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	- - 1- 1- - -					2	\$150.00		1.20			
N 3	WHAS	05/02/23	05/04/23	Good Morning America	CM	7-9a	- - - 1- - - -	:15/:15	1	\$200.00	P03	1.61	DN	1	\$200.00
GD MRN AMR-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	- - - 1- - - -					1	\$200.00		1.61			
N 4	WHAS	05/02/23	05/07/23	Good Morning America	CM	8-9a	- - - - - 1	:15/:15	1	\$100.00	P03	2.03	DN	1	\$100.00
GD MRN-SUN-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	- - - - - 1					1	\$100.00		2.03			
N 5	WHAS	05/02/23	05/05/23	Local News @ 12p M-F	CM	12-1p	- - 1- 1- - -	:15/:15	2	\$50.00	P04	1.25	DN	2	\$100.00
WHAS NWS 12N															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	- - 1- 1- - -					2	\$50.00		1.25			
N 6	WHAS	05/02/23	05/03/23	Local News @ 530p M-F	CM	530-6p	- 11- - - -	:15/:15	2	\$225.00	P03	1.79	DN	1	\$225.00
WHAS NWS 5.30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	- 11- - - -					2	\$225.00		1.79			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	WHAS	05/01/23-05/07/23		Local News @ 530p M-F		530-6p			- TW- - - - - -	:15/:15	(\$225.00)	1.79	DN		
See MG 1.5, 1.6 [No Copy]															
N 7	WHAS	05/02/23	05/03/23	Wed Prime C	CM	10-11p	- - 1- - - -	:15/:15	1	\$300.00	P04	1.54	DN	1	\$300.00
MILLN-THNG-ABC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	- - 1- - - -					1	\$300.00		1.54			
													Totals	11	\$1,610.00