

ORDER

Orders
Order / Rev: 2698764
Alt Order #: WOC14117322
Product Desc: KY 2023
Estimate: 15810
Flight Dates: 05/02/23 - 05/07/23
Original Date / Rev: 05/01/23 / 05/03/23
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	7	\$770.00	\$654.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2023	7	\$770.00	\$654.50	9.88
Totals	7	\$770.00	\$654.50	9.88

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%	\$770.00
Market	100%	\$6,416.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$5,646.67
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 @ 430a M-FCM GMK @ 430A		430-5a	- 1- 1- - -	:30	2	\$30.00	P04	0.80	NM	4	\$460.00
		<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		\$30.00		0.80					

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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	\$30.00		0.80			
<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>		
1	WHAS	05/01/23-05/07/23	Local News @ 430a M-F		CM	430-5a	- T- Th- - - - -	:30		(\$30.00)		0.80	NM		
See MG 1.3,1.4,1.5 [No Copy]															
3	WHAS	05/01/23-05/07/23	Local News @ 430a M-F		CM	430-5a	- - - - - F- - - - -	:30		\$30.00		0.80	NM		
Ⓜ MG for 4.1,2.1,1.1															
4	WHAS	05/01/23-05/07/23	Local News @ 6p M-F		CM	6-630p	- - - Th- - - - -	:30		\$250.00		2.45	NM		
Ⓜ MG for 4.1,2.1,1.1															
5	WHAS	05/01/23-05/07/23	Local News @ 6a M-F		CM	6-7a	- - W- - - - - - -	:30		\$150.00		1.20	NM		
Ⓜ MG for 4.1,2.1,1.1															
N 2	WHAS	05/02/23	05/02/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	- 1- - - - -	:30	1	\$150.00	P03	1.20	NM	0	\$0.00
		<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	\$150.00		1.20			
<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>		
1	WHAS	05/01/23-05/07/23	Local News @ 6a M-F		CM	6-7a	- T- - - - - - - -	:30		(\$150.00)		1.20	NM		
See MG 1.3,1.4,1.5 [No Copy]															
N 3	WHAS	05/02/23	05/07/23	ROS EM (Su) 6-8a GMK WEEKEND 6-8A	CM	6:00 AM-8:00 AM (6:00 AM-8:00 AM)	- - - - - 2	:30	2	\$30.00	P03	1.09	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:		05/01/23	05/07/23	- - - - - 2					2	\$30.00		1.09			
N 4	WHAS	05/02/23	05/05/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	- 1- - 1- -	:30	2	\$250.00	P03	2.45	NM	1	\$250.00
		<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	\$250.00		2.45			
<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>		
1	WHAS	05/01/23-05/07/23	Local News @ 6p M-F		CM	6-630p	- T- - - F- - - - -	:30		(\$250.00)		2.45	NM		
See MG 1.3,1.4,1.5 [No Copy]															
													Totals	7	\$770.00