

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	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:		05/01/23	05/07/23	- 1- 1- - -	2	\$80.00	0.83								

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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: 05/01/23	05/07/23	- 1- 1---		2				\$80.00		0.83			
N 2	WHAS	05/02/23	05/05/23	Local News @ 6a M-F GMK 6:00AM	CM	6-7a	-- 1- 1--	:15/:15	2	\$150.00	P03	1.20	DN	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/01/23	05/07/23	-- 1- 1--		2				\$150.00		1.20			
N 3	WHAS	05/02/23	05/04/23	Good Morning America GD MRN AMR-ABC	CM	7-9a	--- 1---	:15/:15	1	\$200.00	P03	1.61	DN	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: 05/01/23	05/07/23	--- 1---		1				\$200.00		1.61			
N 4	WHAS	05/02/23	05/07/23	Good Morning America GD MRN-SUN-ABC	CM	8-9a	----- 1	:15/:15	1	\$100.00	P03	2.03	DN	1	\$100.00
		<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				\$100.00		2.03			
N 5	WHAS	05/02/23	05/05/23	Local News @ 12p M-F WHAS NWS 12N	CM	12-1p	-- 1- 1--	:15/:15	2	\$50.00	P04	1.25	DN	2	\$100.00
		<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				\$50.00		1.25			
N 6	WHAS	05/02/23	05/03/23	Local News @ 530p M-F WHAS NWS 5.30	CM	530-6p	- 11----	:15/:15	2	\$225.00	P03	1.79	DN	2	\$450.00
		<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	- 11----		2				\$225.00		1.79			
N 7	WHAS	05/02/23	05/03/23	Wed Prime C MILLN-THNG-ABC	CM	10-11p	-- 1----	:15/:15	1	\$300.00	P04	1.54	DN	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: 05/01/23	05/07/23	-- 1----		1				\$300.00		1.54			
													Totals	11	\$1,610.00