

ORDER

Orders
Order / Rev: 2698766
Alt Order #: WOC14117313
Product Desc: KY 2023
Estimate: 15794
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	15	\$2,405.00	\$2,044.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2023	15	\$2,405.00	\$2,044.25	22.40
Totals	15	\$2,405.00	\$2,044.25	22.40

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%	\$2,405.00
Market	100%	\$20,041.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$17,636.67
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	05/08/23	05/16/23	Local News @ 5a M-F GMK @ 5A	CM	5-6a	-TW----	:15/:15	1	\$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: 05/08/23	05/14/23	-TW----		1		\$80.00		0.83					
		Week: 05/15/23	05/21/23	-T-----		1		\$80.00		0.83					

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 Estimate: 15794
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: 05/08/23	05/14/23	-TW----		1				\$80.00		0.83			
		Week: 05/15/23	05/21/23	-T-----		1				\$80.00		0.83			
N 2	WHAS	05/08/23	05/15/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	M-T---	:15/:15	1	\$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: 05/08/23	05/14/23	---T---		1				\$150.00		1.20			
		Week: 05/15/23	05/21/23	M-----		1				\$150.00		1.20			
N 3	WHAS	05/08/23	05/16/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-T--F--	:15/:15	1	\$200.00	P03	1.61	DN	2	\$400.00
		<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	----F--		1				\$200.00		1.61			
		Week: 05/15/23	05/21/23	-T-----		1				\$200.00		1.61			
N 4	WHAS	05/08/23	05/13/23	Local News @ 6a Sa GMK WEEKEND 6-7A	CM	6-7a	-----1-	:15/:15	1	\$40.00	P03	0.96	DN	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		0.96			
N 5	WHAS	05/08/23	05/14/23	ROS EM (Su) 6-8a GMK WEEKEND 6-8A	CM		-----1	:15/:15	1	\$30.00	P03	1.00	DN	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		1.00			
N 6	WHAS	05/08/23	05/14/23	Good Morning America GOOD MORNING AMERICA	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: 05/08/23	05/14/23	-----1		1				\$100.00		2.03			
N 7	WHAS	05/08/23	05/15/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	M-T---	:15/:15	1	\$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: 05/08/23	05/14/23	---T---		1				\$50.00		1.25			
		Week: 05/15/23	05/21/23	M-----		1				\$50.00		1.25			
N 8	WHAS	05/08/23	05/11/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	---1---	:15/:15	1	\$250.00	P03	2.34	DN	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: 05/08/23	05/14/23	---1---		1				\$250.00		2.34			
N 9	WHAS	05/08/23	05/09/23	Tue Prime B THE ROOKIE: FEDS	CM	9-10p	-1-----	:15/:15	1	\$475.00	P03	2.27	DN	1	\$475.00
		<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				\$475.00		2.27			
N 10	WHAS	05/08/23	05/12/23	Fri Prime Other 20/20	CM	9:00 PM-11:00 PM (9:00 PM-11:00 PM)	----1--	:15/:15	1	\$250.00	P04	2.02	DN	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: 05/08/23	05/14/23	----1--		1				\$250.00		2.02			
N 11	WHAS	05/08/23	05/14/23	Sun Prime A AMERICA'S FUNNIEST HOME	CM	7-8p	-----1	:15/:15	1	\$300.00	P04	2.00	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: 05/08/23	05/14/23	-----1		1				\$300.00		2.00			

Totals 15 \$2,405.00