

ORDER

Orders
Order / Rev: 2517854
Alt Order #: WOC13710335
Product Desc: Issue
Estimate: 2802
Flight Dates: 07/11/22 - 07/17/22
Original Date / Rev: 07/11/22 / 07/12/22
Order Type: General

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

Agency
Name: Plus Communications / POL
Buying Contact: _____
Billing Contact: _____
3001 Washington Blvd
Arlington, VA 22201

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

Advertiser
Name: ISS/ Taxpayers Protection Alliance PA
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue
Priority: P04

New Business End: _____
Advertiser External ID: 177911
Agency External ID: 73080AG
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/27/22	07/17/22	51	\$17,505.00	\$14,879.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2022	51	\$17,505.00	\$14,879.25	0.00
Totals	51	\$17,505.00	\$14,879.25	0.00

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	22%	\$17,505.00
Market	100%	\$79,568.18

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$62,063.18
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	07/11/22	07/15/22	Local News @ 5a M-F GMK @ 5A	CM	5-6a	- 1111 - -	:30	4	\$125.00	P02	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		07/11/22	07/17/22	- 1111 - -	4	\$125.00	0.00								

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	07/11/22	07/15/22	Good Morning America GOOD MORNING AMERICA	CM	7-9a	- 1111--	:30	4	\$325.00	P02	0.00	NM	4	\$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: 07/11/22	07/17/22	- 1111--					4	\$125.00		0.00			
N 3	WHAS	07/11/22	07/15/22	Local News @ 430a M-FCM GMK @ 430A	CM	430-5a	- 1111--	:30	4	\$100.00	P02	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/22	07/17/22	- 1111--					4	\$325.00		0.00			
N 4	WHAS	07/11/22	07/16/22	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-----1-	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/22	07/17/22	-----1-					1	\$125.00		0.00			
N 5	WHAS	07/11/22	07/16/22	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9-10a	-----1-	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/22	07/17/22	-----1-					1	\$125.00		0.00			
N 6	WHAS	07/11/22	07/17/22	Good Morning America GOOD MORNING AMERICA	CM	8-9a	-----1	:30	1	\$150.00	P02	0.00	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: 07/11/22	07/17/22	-----1					1	\$150.00		0.00			
N 7	WHAS	07/11/22	07/17/22	This Week Su THIS WEEK	CM	9-10a	-----1	:30	1	\$250.00	P02	0.00	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: 07/11/22	07/17/22	-----1					1	\$250.00		0.00			
N 8	WHAS	07/11/22	07/15/22	Great Day Live 9-10a GREAT DAY LIVE	CM	9-10a	- 1111--	:30	4	\$90.00	P02	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/22	07/17/22	- 1111--					4	\$90.00		0.00			
N 9	WHAS	07/11/22	07/15/22	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	- 1111--	:30	4	\$150.00	P02	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/22	07/17/22	- 1111--					4	\$150.00		0.00			
N 10	WHAS	07/11/22	07/15/22	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4:00 PM-5:00 PM	- 1111--	:30	4	\$180.00	P02	0.00	NM	4	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/22	07/17/22	- 1111--					4	\$180.00		0.00			
N 11	WHAS	07/11/22	07/15/22	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	-- 111--	:30	3	\$325.00	P02	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/22	07/17/22	-- 111--					3	\$325.00		0.00			
N 12	WHAS	07/11/22	07/15/22	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	5:30 PM-6:00 PM	- 1111--	:30	4	\$350.00	P02	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/22	07/17/22	- 1111--					4	\$350.00		0.00			
N 13	WHAS	07/11/22	07/15/22	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	- 1111--	:30	4	\$400.00	P02	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/22	07/17/22	- 1111--					4	\$400.00		0.00			
N 14	WHAS	07/11/22	07/15/22	ABC World News ABC WORLD NEWS	CM	630-7p	- 1111--	:30	4	\$1,525.00	P02	0.00	NM	4	\$6,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/22	07/17/22	- 1111--					4	\$1,525.00		0.00			
N 15	WHAS	07/11/22	07/17/22	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	-----1	:30	1	\$400.00	P02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/11/22	07/17/22	-----1					1	\$400.00		0.00			
N 16	WHAS	07/11/22	07/14/22		CM	7-730p		:30	2	\$400.00	P02	0.00	NM	2	\$800.00

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				ET 7-730p			- 1-1---								
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/11/22	07/17/22	- 1-1---		2		\$400.00		0.00					
N 17	WHAS	07/11/22	07/15/22	Inside Ed 730-8p	CM	730-8p	-- 1-1--	:30	2	\$400.00	P02	0.00	NM	2	\$800.00
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/11/22	07/17/22	-- 1-1--		2		\$400.00		0.00					
N 18	WHAS	07/11/22	07/17/22	LN (M-Su)	CM	11-1135p	-- 1--- 1	:30	2	\$325.00	P02	0.00	NM	2	\$650.00
				LN (M-Su)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/11/22	07/17/22	-- 1--- 1		2		\$325.00		0.00					
N 19	WHAS	07/11/22	07/16/22	Local News @ 11p Sa	CM	11:00 PM-11:35 PM	----- 1-	:30	1	\$250.00	P02	0.00	NM	1	\$250.00
				WHAS11 NEWS AT 11 SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/11/22	07/17/22	----- 1-		1		\$250.00		0.00					
													Totals	51	\$17,505.00