

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 / 07/11/22
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 | 13% | \$17,505.00 |
| Market | 100% | \$134,653.85 |

Competitive Share

| | Share | Total |
|-------|-------|--------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 87% | \$117,148.85 |
| 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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 Flight Dates: 07/11/22 - 07/17/22

Advertiser: ISS/ Taxpayers Protection Alliance PAC
 Product Desc: Issue
 Estimate: 2802
WHAS

| 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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 Product Desc: Issue
 Estimate: 2802
WHAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-----------------------|-------|-------------------|-------------------|-----|-------------|----------|---------------|------|--------|-------|-------------|
| | | | | 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 |