

# ORDER

**Orders**  
**Order / Rev:** 2520283  
**Alt Order #:** WOC13714735  
**Product Desc:** Issue  
**Estimate:** 2835  
**Flight Dates:** 07/18/22 - 07/24/22  
**Original Date / Rev:** 07/15/22 / 07/15/22  
**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	07/24/22	53	\$18,425.00	\$15,661.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2022	53	\$18,425.00	\$15,661.25	0.00
<b>Totals</b>	<b>53</b>	<b>\$18,425.00</b>	<b>\$15,661.25</b>	<b>0.00</b>

**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	19%	\$18,425.00
Market	100%	\$96,973.68

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$78,548.68
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	07/18/22	07/22/22	Local News @ 5a M-F GMK @ 5A	CM	5-6a	11111--	:30	5	\$125.00	P02	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		07/18/22	07/24/22	11111--	5	\$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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/18/22	07/24/22	11111--					5	\$125.00		0.00			
N 2	WHAS	07/18/22	07/18/22	Local News @ 6a M-F GMK @ 6A	CM	6-7a	1-----	:30	1	\$200.00	P02	0.00	NM	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:		07/18/22	07/24/22	1-----					1	\$200.00		0.00			
N 3	WHAS	07/18/22	07/22/22	Good Morning America GOOD MORNING AMERICA	CM	7:00 AM-9:00 AM	11111--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/18/22	07/24/22	11111--					5	\$325.00		0.00			
N 4	WHAS	07/18/22	07/22/22	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:		07/18/22	07/24/22	-1111--					4	\$100.00		0.00			
N 5	WHAS	07/18/22	07/23/22	Good Morning America GOOD MORNING AMERICA	CM	7:00 AM-9:00 AM	-----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:		07/18/22	07/24/22	-----1-					1	\$125.00		0.00			
N 6	WHAS	07/18/22	07/23/22	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:		07/18/22	07/24/22	-----1-					1	\$125.00		0.00			
N 7	WHAS	07/18/22	07/24/22	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:		07/18/22	07/24/22	-----1					1	\$150.00		0.00			
N 8	WHAS	07/18/22	07/22/22	Great Day Live 9-10a GREAT DAY LIVE	CM	9:00 AM-10:00 AM	11111--	:30	5	\$90.00	P02	0.00	NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/18/22	07/24/22	11111--					5	\$90.00		0.00			
N 9	WHAS	07/18/22	07/22/22	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12:00 PM-1:00 PM	11111--	:30	5	\$150.00	P02	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/18/22	07/24/22	11111--					5	\$150.00		0.00			
N 10	WHAS	07/18/22	07/22/22	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4:00 PM-5:00 PM	11111--	:30	5	\$180.00	P02	0.00	NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/18/22	07/24/22	11111--					5	\$180.00		0.00			
N 11	WHAS	07/18/22	07/22/22	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	1-111--	: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:		07/18/22	07/24/22	1-111--					4	\$325.00		0.00			
N 12	WHAS	07/18/22	07/22/22	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	530-6p	11111--	:30	5	\$350.00	P02	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/18/22	07/24/22	11111--					5	\$350.00		0.00			
N 13	WHAS	07/18/22	07/22/22	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	11111--	:30	5	\$400.00	P02	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/18/22	07/24/22	11111--					5	\$400.00		0.00			
N 14	WHAS	07/18/22	07/22/22	ABC World News ABC WORLD NEWS	CM	630-7p	11111--	:30	5	\$1,525.00	P02	0.00	NM	5	\$7,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/18/22	07/24/22	11111--					5	\$1,525.00		0.00			
N 15	WHAS	07/18/22	07/24/22	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:		07/18/22	07/24/22	-----1					1	\$400.00		0.00			

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													Totals	53	\$18,425.00