

ORDER

Orders
Order / Rev: 2872548
 Alt Order #: WOC14524323
 Product Desc: Braun for IN
 Estimate: 4071
 Flight Dates: 04/03/24 - 04/09/24
 Original Date / Rev: 03/07/24 / 04/03/24
 Order Type: General

WHAS
 Primary AE: Thomas Clark
 Sales Office: TSLA
 Sales Region: NAT

Agency
Name: Target Enterprises/ POL
 Buying Contact: _____
 Billing Contact: Mike McCauley
15260 Ventura Blvd; Ste 1240
Sherman Oaks, CA 91403

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

Advertiser
Name: POL/ Mike Braun / R / Governor / IN
 Demographic: A35+
 Product Codes: PL-Candidate: State Governor (LUR)
 Revenue Code 1: AGY
 Revenue Code 2: (POL) Political
 Revenue Code 3: (POL) Candidate
 Priority: P04

New Business End: _____
 Advertiser External ID: M226326
 Agency External ID: 2041AG
 Unit Code: General
 Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/09/24	18	\$2,340.00	\$1,989.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	18	\$2,340.00	\$1,989.00	41.94
Totals	18	\$2,340.00	\$1,989.00	41.94

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Thomas Clark			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHAS	15%	\$2,340.00
Market	100%	\$15,600.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$13,260.00
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	04/03/24	04/09/24	Good Morning America GOOD MORNING AMERICA	CM	7-9a	MT-----	:30	2	\$120.00	P04	1.98	NM	2	\$240.00
1302567 Index: 93															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/03/24	04/09/24	MT-----		2				\$120.00		1.98			

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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	04/03/24	04/05/24	Good Morning America GOOD MORNING AMERICA	CM	7-9a	--WTF--	:30	3	\$120.00	P04	2.20	NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/03/24	04/09/24	MT-----					2	\$120.00		1.98			
		1302567 Index: 93													
N 3	WHAS	04/03/24	04/09/24	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	MT-----	:30	1	\$160.00	P04	3.41	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	--WTF--					3	\$120.00		2.20			
		1302567 Index: 96													
N 4	WHAS	04/03/24	04/05/24	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	--WTF--	:30	1	\$160.00	P04	2.83	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	--WTF--					1	\$160.00		2.83			
		1302567 Index: 96													
N 5	WHAS	04/03/24	04/07/24	This Week Su THIS WEEK	CM	9-10a	-----S	:30	1	\$100.00	P04	1.55	NM	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: 04/01/24	04/07/24	-----S					1	\$100.00		1.55			
		1302567 Index: 93													
N 6	WHAS	04/03/24	04/09/24	Good Morning America GOOD MORNING AMERICA	CM	7-9a	MT-----	:15/15	2	\$120.00	P04	1.98	DN	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/03/24	04/09/24	MT-----					2	\$120.00		1.98			
		1302567 Index: 93													
N 7	WHAS	04/03/24	04/05/24	Good Morning America GOOD MORNING AMERICA	CM	7-9a	--WTF--	:15/15	3	\$120.00	P04	2.20	DN	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	--WTF--					3	\$120.00		2.20			
		1302567 Index: 93													
N 8	WHAS	04/03/24	04/09/24	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	MT-----	:15/15	1	\$160.00	P04	3.41	DN	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/03/24	04/09/24	MT-----					1	\$160.00		3.41			
		1302567 Index: 96													
N 9	WHAS	04/03/24	04/05/24	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	--WTF--	:15/15	2	\$160.00	P04	2.83	DN	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/01/24	04/07/24	--WTF--					2	\$160.00		2.83			
		1302567 Index: 96													
N 10	WHAS	04/03/24	04/09/24	Good Morning America GOOD MORNING AMERICA	CM	7-9a	MT-----	:30	2	\$120.00	P04	1.98	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/03/24	04/09/24	MT-----					2	\$120.00		1.98			
		1302567 Index: 93													
													Totals	18	\$2,340.00