

ORDER

Orders
Order / Rev: 2872551
Alt Order #: WOC14524329
Product Desc: Braun for IN
Estimate: 4073
Flight Dates: 04/17/24 - 04/23/24
Original Date / Rev: 03/07/24 / 04/10/24
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: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/23/24	18	\$4,050.00	\$3,442.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	18	\$4,050.00	\$3,442.50	43.14
Totals	18	\$4,050.00	\$3,442.50	43.14

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%	\$4,050.00
Market	100%	\$27,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$22,950.00
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	04/17/24	04/23/24	Good Morning America	CM	7-9a	MT-----	:30	2	\$120.00	P04	1.98	NM	2	\$240.00
				GOOD MORNING AMERICA											
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:		04/17/24	04/23/24	MT-----	2	\$120.00	1.98								

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N 2	WHAS	04/17/24	04/19/24	Good Morning America GOOD MORNING AMERICA	CM	7-9a	--WTF--	:30	3	\$120.00	P04	2.20	NM	3	\$360.00
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:		04/17/24	04/23/24	MT-----		2				\$120.00		1.98			
N 3	WHAS	04/17/24	04/23/24	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	530-6p	MT-----	:30	2	\$140.00	P04	2.50	NM	2	\$280.00
1302567 Index: 100															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	--WTF--		3				\$120.00		2.20			
N 4	WHAS	04/17/24	04/23/24	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	MT-----	:30	2	\$250.00	P03	3.41	NM	2	\$500.00
1302567 Index: 96															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/17/24	04/23/24	MT-----		2				\$140.00		2.50			
N 5	WHAS	04/17/24	04/19/24	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	530-6p	--WTF--	:30	3	\$140.00	P04	2.18	NM	3	\$420.00
1302567 Index: 100															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	--WTF--		3				\$140.00		2.18			
N 6	WHAS	04/17/24	04/19/24	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	--WTF--	:30	3	\$250.00	P03	2.83	NM	3	\$750.00
1302567 Index: 96															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	--WTF--		3				\$250.00		2.83			
N 7	WHAS	04/17/24	04/21/24	This Week Su THIS WEEK	CM	9-10a	-----S	:30	1	\$100.00	P04	1.55	NM	1	\$100.00
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:		04/15/24	04/21/24	-----S		1				\$100.00		1.55			
N 8	WHAS	04/17/24	04/19/24	NBA Playoffs Prime Game NBA PLAYOFFS	CM	7:58 PM-11:00 PM (7:58 PM-11:00 PM)	----F--	:30	2	\$400.00	P04	2.09	NM	2	\$1,400.00
1302567 Index: 96															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	----F--		2				\$400.00		2.09			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NHAS	04/15/24-04/21/24	NBA Playoffs Prime Game			7:58 PM-11:00 PM	-----F----	:30		(\$400.00)		2.09	NM		
See MG 8.3,8.4 [DNA]															
2	NHAS	04/15/24-04/21/24	NBA Playoffs Prime Game			7:58 PM-11:00 PM	-----F----	:30		(\$400.00)		2.09	NM		
See MG 8.3,8.4 [DNA]															
3	NHAS	04/15/24-04/21/24	NBA Playoffs Prime Game			7:58 PM-11:00 PM	-----Sa--	:30		(\$400.00)		2.09	NM		
Ⓜ See MG 8.5,8.6 [o/s]															
4	NHAS	04/15/24-04/21/24	NBA Playoffs Prime Game			7:58 PM-11:00 PM	-----Sa--	:30		(\$400.00)		2.09	NM		
Ⓜ See MG 8.5,8.6 [o/s]															
5	NHAS	04/15/24-04/21/24	NBA Playoffs Prime Game			7:58 PM-11:00 PM	-----Sa--	:30		\$700.00		2.09	NM		
Ⓜ MG for 8.4,8.3															
6	NHAS	04/15/24-04/21/24	NBA Playoffs Prime Game			7:58 PM-11:00 PM	-----Sa--	:30		\$700.00		2.09	NM		
Ⓜ MG for 8.4,8.3															
N 9	WHAS	04/17/24	04/20/24	Hockey Playoffs STANLEY CUP PLAYOFFS	CM	7:58 PM-11:00 PM (7:58 PM-11:00 PM)	-----S-	:30	2	\$200.00	P04	1.80	NM	0	\$0.00
1302567 Index: 98															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/15/24	04/21/24	-----S-		2				\$200.00		1.80			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/15/24	04/21/24	-----S-		2				\$200.00		1.80			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NHAS	04/15/24-04/21/24		Hockey Playoffs		7:58 PM-11:00 PM	-----Sa--	:30		(\$200.00)		1.80	NM		
		Credited													
		[cr]													
2	NHAS	04/15/24-04/21/24		Hockey Playoffs		7:58 PM-11:00 PM	-----Sa--	:30		(\$200.00)		1.80	NM		
		Credited													
		[cr]													
													Totals	18	\$4,050.00