

# ORDER

**Orders**  
**Order / Rev:** 2872546  
**Alt Order #:** WOC14524320  
**Product Desc:** Braun for IN  
**Estimate:** 4070  
**Flight Dates:** 03/27/24 - 04/02/24  
**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
02/26/24	03/31/24	10	\$1,300.00	\$1,105.00
04/01/24	04/02/24	4	\$560.00	\$476.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2024	10	\$1,300.00	\$1,105.00	23.24
April 2024	4	\$560.00	\$476.00	10.78
<b>Totals</b>	<b>14</b>	<b>\$1,860.00</b>	<b>\$1,581.00</b>	<b>34.02</b>

**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%	\$1,860.00
Market	100%	\$12,400.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$10,540.00
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	03/27/24	04/02/24	Good Morning America	CM	7-9a	MT-----	:30	4	\$120.00	P04	1.98	NM	2	\$240.00
				GOOD MORNING AMERICA											

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 Product Desc: Braun for IN  
 Estimate: 4070  
**WHAS**

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:		03/27/24	04/02/24	MT-----					4	\$120.00		1.98			
<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>		
2	NHAS	03/27/24-04/02/24		Good Morning America		7-9a			MT-----	:30	<del>(\$120.00)</del>	1.98	NM		
Credited															
[cr]															
3	NHAS	03/27/24-04/02/24		Good Morning America		7-9a			MT-----	:15/:15	<del>(\$120.00)</del>	1.98	DN		
Credited															
[cr]															
4	NHAS	03/27/24-04/02/24		Good Morning America		7-9a			MT-----	:15/:15	\$120.00	1.98	DN		
N 2	WHAS	03/27/24	03/29/24	Good Morning America	CM	7-9a	--WTF--	:30	6	\$120.00	P04	2.20	NM	6	\$720.00
				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:		03/25/24	03/31/24	--WTF--					6	\$120.00		2.20			
<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>		
2	NHAS	03/25/24-03/31/24		Good Morning America		7-9a			--WThF----	:15/:15	\$120.00	2.20	DN		
6	NHAS	03/25/24-03/31/24		Good Morning America		7-9a			--WThF----	:15/:15	\$120.00	2.20	DN		
N 3	WHAS	03/27/24	04/02/24	Local News @ 6p M-F	CM	6-630p	MT-----	:30	2	\$160.00	P04	3.41	NM	2	\$320.00
				WHAS11 NEWS @ 6p											
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:		03/27/24	04/02/24	MT-----					2	\$160.00		3.41			
<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	03/27/24-04/02/24		Local News @ 6p M-F		6-630p			MT-----	:15/:15	\$160.00	3.41	DN		
N 4	WHAS	03/27/24	03/29/24	Local News @ 6p M-F	CM	6-630p	--WTF--	:30	3	\$160.00	P04	2.83	NM	3	\$480.00
				WHAS11 NEWS @ 6p											
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:		03/25/24	03/31/24	--WTF--					3	\$160.00		2.83			
<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>		
3	NHAS	03/25/24-03/31/24		Local News @ 6p M-F		6-630p			--WThF----	:15/:15	\$160.00	2.83	DN		
N 5	WHAS	03/27/24	03/31/24	This Week Su	CM	9-10a	-----S	:30	1	\$100.00	P04	1.55	NM	1	\$100.00
				THIS WEEK											
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:		03/25/24	03/31/24	-----S					1	\$100.00		1.55			
													Totals	14	\$1,860.00