

ORDER

Orders
Order / Rev: 2872553
Alt Order #: WOC14524332
Product Desc: Braun for IN
Estimate: 4074
Flight Dates: 04/24/24 - 04/30/24
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: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/24	04/28/24	12	\$3,030.00	\$2,575.50
04/29/24	04/30/24	6	\$840.00	\$714.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	12	\$3,030.00	\$2,575.50	25.30
May 2024	6	\$840.00	\$714.00	15.78
Totals	18	\$3,870.00	\$3,289.50	41.08

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%	\$3,870.00
Market	100%	\$25,800.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$21,930.00
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	04/24/24	04/30/24	Good Morning America	CM	7-9a	MT-----	:30	2	\$120.00	P04	1.98	NM	2	\$240.00
				GOOD MORNING AMERICA											

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 Estimate: 4074
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	04/24/24	04/26/24	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: 04/24/24	04/30/24	MT-----		2				\$120.00		1.98			
		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: 04/22/24	04/28/24	--WTF--		3				\$120.00		2.20			
N 3	WHAS	04/24/24	04/30/24	Local News @ 530p M-FCM		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: 04/24/24	04/30/24	MT-----		2				\$140.00		2.50			
N 4	WHAS	04/24/24	04/30/24	Local News @ 6p M-F	CM	6-630p	MT-----	:30	2	\$160.00	P04	3.41	NM	2	\$320.00
		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: 04/24/24	04/30/24	MT-----		2				\$160.00		3.41			
N 5	WHAS	04/24/24	04/26/24	Local News @ 530p M-FCM		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: 04/22/24	04/28/24	--WTF--		3				\$140.00		2.18			
N 6	WHAS	04/24/24	04/26/24	Local News @ 6p M-F	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: 04/22/24	04/28/24	--WTF--		3				\$250.00		2.83			
N 7	WHAS	04/24/24	04/28/24	This Week Su	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: 04/22/24	04/28/24	-----S		1				\$100.00		1.55			
N 8	WHAS	04/24/24	04/28/24	NBA Playoffs DT Game 2	CM	3:28 PM-6:00 PM	-----S	:30	2	\$400.00	P04	1.06	NM	2	\$1,400.00
		1302567 Index: 101													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/24	04/28/24	-----S		2				\$400.00		1.06			
<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	WHAS	04/22/24-04/28/24	NBA Playoffs DT Game 2			3:28 PM-6:00 PM	P-----Su	:30		(\$400.00)		1.06	NM		
		See MG 8.3,8.4 [NA/Oversold]													
2	WHAS	04/22/24-04/28/24	NBA Playoffs DT Game 2			3:28 PM-6:00 PM	P-----Su	:30		(\$400.00)		1.06	NM		
		See MG 8.3,8.4 [NA/Oversold]													
3	WHAS	04/22/24-04/28/24	NBA Playoffs DT Game 2			3:28 PM-6:00 PM	P-----Su	:30		\$700.00		1.06	NM		
		Ⓜ MG for 8.1,8.2													
4	WHAS	04/22/24-04/28/24	NBA Playoffs DT Game 2			3:28 PM-6:00 PM	P-----Su	:30		\$700.00		1.06	NM		
		Ⓜ MG for 8.1,8.2													
													Totals	18	\$3,870.00