

ORDER

Orders
Order / Rev: 2901725
 Alt Order #: _____
 Product Desc: IN Gov 2024 Primary :30's
 Estimate: 416422
 Flight Dates: 04/16/24 - 04/22/24
 Original Date / Rev: 04/15/24 / 04/15/24
 Order Type: General

WHAS
 Primary AE: Taylor Fritsch
 Sales Office: TSWAS
 Sales Region: NAT

Agency
Name: Smart Media Group Inc/ POL
 Buying Contact: _____
 Billing Contact: _____
 PO Box 26067
 Alexandria, VA 22313

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: WEEKLY
 Agency Commission: 15%

Advertiser
Name: POL/ Bradley Chambers / R / Governo
 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: M222537
 Agency External ID: 7611AG
 Unit Code: General
 Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/15/24	04/21/24	36	\$5,270.00	\$4,479.50
04/22/24	04/28/24	9	\$1,220.00	\$1,037.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2024	45	\$6,490.00	\$5,516.50	0.00
Totals	45	\$6,490.00	\$5,516.50	0.00

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	15%	\$6,490.00
Market	100%	\$43,266.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$36,776.67
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 2	WHAS	04/16/24	04/22/24	Local News @ 6a M-F	CM	6:30 AM-7:00 AM	111-1--	:30	4	\$150.00	P03	0.00	NM	4	\$600.00
				Local News @ 6a M-F		(6:30 AM-7:00 AM)									
		<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	- 11- 1--		3				\$150.00		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
N 3	WHAS	04/16/24	04/22/24	Good Morning America	CM	6:56 AM-8:00 AM	11111--	:30	5	\$120.00	P04	0.00	NM	7	\$840.00
		<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	-11-1--		3				\$150.00		0.00			
		Week: 04/22/24	04/28/24	1-----		1				\$150.00		0.00			
N 4	WHAS	04/16/24	04/22/24	Good Morning America	CM	8:00 AM-9:00 AM	--11---	:30	2	\$120.00	P04	0.00	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: 04/15/24	04/21/24	-1211--		5				\$120.00		0.00			
		Week: 04/22/24	04/28/24	2-----		2				\$120.00		0.00			
N 5	WHAS	04/16/24	04/22/24	This Week Su	CM	9-10a	-----1	:30	1	\$100.00	P04	0.00	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: 04/15/24	04/21/24	-----1		1				\$100.00		0.00			
		Week: 04/22/24	04/28/24	-----		0				\$120.00		0.00			
N 6	WHAS	04/16/24	04/22/24	Local News @ 9a Sa	CM	9-10a	-----1-	:30	1	\$90.00	P03	0.00	NM	1	\$90.00
		<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	-----1-		1				\$90.00		0.00			
		Week: 04/22/24	04/28/24	-----		0				\$120.00		0.00			
N 8	WHAS	04/16/24	04/22/24	Great Day Live 9-10a	CM	9-10a	11-1---	:30	3	\$40.00	P04	0.00	NM	3	\$120.00
		<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	-1-1---		2				\$40.00		0.00			
		Week: 04/22/24	04/28/24	1-----		1				\$40.00		0.00			
N 9	WHAS	04/16/24	04/22/24	Local News @ 12p M-F	CM	11:58 AM-12:30 PM	1111---	:30	4	\$90.00	P03	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/15/24	04/21/24	-111---		3				\$90.00		0.00			
		Week: 04/22/24	04/28/24	1-----		1				\$90.00		0.00			
N 10	WHAS	04/16/24	04/22/24	Local News @ 12p M-F	CM	12:30 PM-1:00 PM	--111--	:30	3	\$90.00	P03	0.00	NM	3	\$270.00
		<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	--111--		3				\$90.00		0.00			
		Week: 04/22/24	04/28/24	-----		0				\$50.00		0.00			
N 11	WHAS	04/16/24	04/22/24	General Hospital	CM	2-3p	---1---	:30	1	\$70.00	P04	0.00	NM	1	\$70.00
		<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	---1---		1				\$70.00		0.00			
		Week: 04/22/24	04/28/24	-----		0				\$50.00		0.00			
N 12	WHAS	04/16/24	04/22/24	Local News @ 530p M-F	CM	530-6p	1--11--	:30	3	\$140.00	P04	0.00	NM	3	\$420.00
		<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	---11--		2				\$140.00		0.00			
		Week: 04/22/24	04/28/24	1-----		1				\$140.00		0.00			
N 13	WHAS	04/16/24	04/22/24	Local News @ 6p M-F	CM	6-630p	1111---	:30	4	\$250.00	P03	0.00	NM	4	\$1,000.00
		<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	-111---		3				\$250.00		0.00			
		Week: 04/22/24	04/28/24	1-----		1				\$250.00		0.00			
N 14	WHAS	04/16/24	04/22/24	ET 7-730p	CM	7-730p	11-----	:30	2	\$250.00	P03	0.00	NM	2	\$500.00
		<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	-1-----		1				\$250.00		0.00			
		Week: 04/22/24	04/28/24	1-----		1				\$250.00		0.00			
N 15	WHAS	04/16/24	04/22/24	Inside Ed 730-8p	CM	730-8p	--1-1--	:30	2	\$250.00	P03	0.00	NM	2	\$500.00
		<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	--1-1--		2				\$250.00		0.00			

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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	-- 1- 1--		2				\$250.00		0.00			
		Week: 04/22/24	04/28/24	-----		0				\$250.00		0.00			
N 16	WHAS	04/16/24	04/22/24	Sun Prime Other 2nd H	CM	6-10p	----- 1	:30	1	\$700.00	P04	0.00	NM	1	\$700.00
				Sun Prime Other 2nd Prgm											
		<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	----- 1		1				\$700.00		0.00			
		Week: 04/22/24	04/28/24	-----		0				\$250.00		0.00			
N 17	WHAS	04/16/24	04/22/24	LN (M-Su)	CM	11-1135p	-- 1- 1--	:30	2	\$200.00	P03	0.00	NM	2	\$400.00
				LN (M-Su)											
		<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	-- 1- 1--		2				\$200.00		0.00			
		Week: 04/22/24	04/28/24	-----		0				\$250.00		0.00			
N 18	WHAS	04/16/24	04/22/24	Jimmy Kimmel	CM	1135p-1237a	1111---	:30	4	\$60.00	P03	0.00	NM	4	\$240.00
				Jimmy Kimmel											
		<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	- 111---		3				\$60.00		0.00			
		Week: 04/22/24	04/28/24	1-----		1				\$60.00		0.00			
N 19	WHAS	04/16/24	04/22/24	Nightline	CM	1237-106a	--- 1---	:30	1	\$40.00	P03	0.00	NM	1	\$40.00
				Nightline											
		<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	--- 1---		1				\$40.00		0.00			
		Week: 04/22/24	04/28/24	-----		0				\$60.00		0.00			
													Totals	45	\$6,490.00