

ORDER

Orders
Order / Rev: 2465243
 Alt Order #: _____
Product Desc: Protect Our Future KY-03
Estimate: 7647
Flight Dates: 05/10/22 - 05/17/22
Original Date / Rev: 04/19/22 / 04/19/22
Order Type: General

WHAS
Primary AE: Kimberly Williams
Sales Office: WHAS
Sales Region: LOC

Agency
Name: Screen Strategies / POL
Buying Contact: Michelle Sherman
Billing Contact: _____
11150 Fairfax Blvd, Suite 505
Fairfax, VA 22030

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

Advertiser
Name: ISS/ Protect Our Future
Demographic: A25-54
Product Codes: IS-US House
Revenue Code 1: AGY
Revenue Code 2: (POL) Political
Revenue Code 3: (POL) Issue
Priority: P04

New Business End: _____
Advertiser External ID: 198425
Agency External ID: 11212AG
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/17/22	63	\$21,150.00	\$17,977.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	63	\$21,150.00	\$17,977.50	0.00
Totals	63	\$21,150.00	\$17,977.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kimberly Williams			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHAS	25%	\$21,150.00
Market	100%	\$84,600.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	75%	\$63,450.00
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 2	WHAS	05/10/22	05/16/22	Local News @ 6a M-F	CM	5:58 AM-6:30 AM	M-W-F--	:30	3	\$200.00	P02	0.00	NM	2	\$400.00
				Local News @ 6a M-F		(5:58 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/09/22	05/15/22	--W-F--		2		\$200.00		0.00					
		Week: 05/16/22	05/22/22	M-----		0		\$200.00		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	05/10/22	05/16/22	Local News @ 6a M-F	CM	6:30 AM-7:00 AM	- T- T- - -	:30	2	\$200.00	P02	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	--W-F--		2				\$200.00		0.00			
		Week: 05/16/22	05/22/22	M-----		0				\$200.00		0.00			
				Local News @ 6a M-F		(6:30 AM-7:00 AM)									
N 4	WHAS	05/10/22	05/16/22	Good Morning America	CM	7:00 AM-8:00 AM	MTWTF--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-T-T---		2				\$325.00		0.00			
		Week: 05/16/22	05/22/22	M-----		1				\$325.00		0.00			
				Good Morning America		(7:00 AM-8:00 AM)									
N 5	WHAS	05/10/22	05/16/22	Good Morning America	CM	8:00 AM-9:00 AM	MTWTF--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-TWTF--		4				\$325.00		0.00			
		Week: 05/16/22	05/22/22	M-----		1				\$325.00		0.00			
				Good Morning America		(8:00 AM-9:00 AM)									
N 6	WHAS	05/14/22	05/14/22	Good Morning America Sa	CM	7-9a	-----S-	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-----S-		1				\$125.00		0.00			
				Good Morning America Sa											
N 7	WHAS	05/10/22	05/16/22	The View	CM	11-12p	M-T- - - -	:30	1	\$125.00	P02	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	---T---		1				\$125.00		0.00			
		Week: 05/16/22	05/22/22	M-----		1				\$125.00		0.00			
				The View											
N 8	WHAS	05/10/22	05/16/22	Local News @ 12p M-F	CM	12-1p	--W-F--	:30	2	\$125.00	P02	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	--W-F--		2				\$125.00		0.00			
		Week: 05/16/22	05/22/22	-----		0				\$125.00		0.00			
				Local News @ 12p M-F											
N 9	WHAS	05/10/22	05/10/22	GMA3 Strahan and Sara	CM	1-2p	-T-----	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-T-----		1				\$125.00		0.00			
N 10	WHAS	05/16/22	05/16/22	General Hospital	CM	2-3p	M-----	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/16/22	05/22/22	M-----		1				\$125.00		0.00			
N 11	WHAS	05/10/22	05/12/22	Local News @ 4p M-F	CM	3:58 PM-4:30 PM	-T-T- - -	:30	2	\$125.00	P02	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-T-T---		2				\$125.00		0.00			
				Local News @ 4p M-F		(3:58 PM-4:30 PM)									
N 12	WHAS	05/11/22	05/16/22	Local News @ 4p M-F	CM	4:30 PM-5:00 PM	M-W-F--	:30	2	\$125.00	P02	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	--W-F--		2				\$125.00		0.00			
		Week: 05/16/22	05/22/22	M-----		1				\$125.00		0.00			
				Local News @ 4p M-F		(4:30 PM-5:00 PM)									
N 13	WHAS	05/10/22	05/16/22	Local News @ 5p M-F	CM	5-530p	M-W-F--	:30	2	\$325.00	P02	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	--W-F--		2				\$325.00		0.00			
		Week: 05/16/22	05/22/22	M-----		1				\$325.00		0.00			
				Local News @ 5p M-F											
N 14	WHAS	05/10/22	05/16/22	Local News @ 530p M-F	CM	530-6p	MTWTF--	:30	5	\$350.00	P02	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/22	05/15/22	-TWTF--		4				\$350.00		0.00			
		Week: 05/16/22	05/22/22	M-----		1				\$350.00		0.00			
				Local News @ 530p M-F											
N 15	WHAS	05/10/22	05/16/22		CM	6-630p	MTWTF--	:30	5	\$400.00	P02	0.00	NM	5	\$2,000.00

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				Local News @ 6p M-F												
				Local News @ 6p M-F												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		05/09/22	05/15/22	- TWTF--	4	\$400.00	0.00									
Week:		05/16/22	05/22/22	M-----	1	\$400.00	0.00									
N16	WHAS	05/11/22	05/11/22	ABC World News ABC World News	CM	630-7p	--W----	:30	1	\$1,275.00	P02	0.00	NM	1	\$1,275.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		05/09/22	05/15/22	--W----	1	\$1,275.00	0.00									
N17	WHAS	05/10/22	05/16/22	ET 7-730p ET 7-730p	CM	7-730p	MT-T---	:30	3	\$400.00	P02	0.00	NM	3	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		05/09/22	05/15/22	-T-T---	2	\$400.00	0.00									
Week:		05/16/22	05/22/22	M-----	1	\$400.00	0.00									
N18	WHAS	05/10/22	05/13/22	Inside Ed 730-8p Inside Ed 730-8p	CM	730-8p	--WF--	:30	2	\$400.00	P02	0.00	NM	2	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		05/09/22	05/15/22	--WF--	2	\$400.00	0.00									
N19	WHAS	05/12/22	05/12/22	Thu Prime A Thu Prime A	CM	8-9p	---T---	:30	1	\$1,275.00	P02	0.00	NM	1	\$1,275.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		05/09/22	05/15/22	---T---	1	\$1,275.00	0.00									
N20	WHAS	05/13/22	05/13/22	Fri Prime Other Fri Prime Other	CM	8-11p	----F--	:30	1	\$650.00	P02	0.00	NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		05/09/22	05/15/22	----F--	1	\$650.00	0.00									
N21	WHAS	05/11/22	05/11/22	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$750.00	P02	0.00	NM	1	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		05/09/22	05/15/22	--W----	1	\$750.00	0.00									
N22	WHAS	05/15/22	05/15/22	Sun Prime Other 2nd H Sun Prime Other 2nd Prgm	CM	6-10p	-----S	:30	1	\$1,400.00	P02	0.00	NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		05/09/22	05/15/22	-----S	1	\$1,400.00	0.00									
N23	WHAS	05/10/22	05/16/22	Local News @ 11p M-F Local News @ 11p M-F	CM	11-1135p	MTWTF--	:30	5	\$325.00	P02	0.00	NM	5	\$1,625.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		05/09/22	05/15/22	-TWTF--	4	\$325.00	0.00									
Week:		05/16/22	05/22/22	M-----	1	\$325.00	0.00									
N24	WHAS	05/14/22	05/14/22	Local News @ 11p Sa Local News @ 11p Sa	CM	11-1135p	-----S-	:30	1	\$250.00	P02	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		05/09/22	05/15/22	-----S-	1	\$250.00	0.00									
N25	WHAS	05/15/22	05/15/22	Local News @ 11p Su Local News @ 11p Su	CM	11-1135p	-----S	:30	1	\$325.00	P02	0.00	NM	1	\$325.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		05/09/22	05/15/22	-----S	1	\$325.00	0.00									
N26	WHAS	05/13/22	05/16/22	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237a	M--F--	:30	1	\$75.00	P02	0.00	NM	2	\$150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		05/09/22	05/15/22	----F--	1	\$75.00	0.00									
Week:		05/16/22	05/22/22	M-----	1	\$75.00	0.00									
N27	WHAS	05/17/22	05/17/22	Local News @ 5a M-F Local News @ 5a M-F	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	-T-----	:30	1	\$125.00	P02	0.00	NM	1	\$125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		05/16/22	05/22/22	-T-----	1	\$125.00	0.00									
N28	WHAS	05/17/22	05/17/22	Local News @ 6a M-F Local News @ 6a M-F	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	-T-----	:30	1	\$200.00	P02	0.00	NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>									
Week:		05/16/22	05/22/22	-T-----	1	\$200.00	0.00									

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N29	WHAS	05/17/22	05/17/22	Good Morning America	CM	7:00 AM-8:00 AM	-T-----	:30	1	\$325.00	P02	0.00	NM	1	\$325.00
				Good Morning America		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/16/22	05/22/22	-T-----		1		\$325.00		0.00					
N30	WHAS	05/17/22	05/17/22	Good Morning America	CM	8:00 AM-9:00 AM	-T-----	:30	1	\$325.00	P02	0.00	NM	1	\$325.00
				Good Morning America		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/16/22	05/22/22	-T-----		1		\$325.00		0.00					
													Totals	63	\$21,150.00