

ORDER

Orders
Order / Rev: 2465232
 Alt Order #: _____
Product Desc: Protect Our Future KY-03
Estimate: 7645
Flight Dates: 04/26/22 - 05/02/22
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	05/02/22	60	\$20,075.00	\$17,063.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	60	\$20,075.00	\$17,063.75	0.00
Totals	60	\$20,075.00	\$17,063.75	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%	\$20,075.00
Market	100%	\$80,300.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	75%	\$60,225.00
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	04/26/22	05/02/22	Local News @ 5a M-F	CM	5:30 AM-6:00 AM	M-----	:30	1	\$125.00	P02	0.00	NM	1	\$125.00
				Local News @ 5a M-F		(5:30 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	-----		0				\$125.00		0.00			
		Week: 05/02/22	05/08/22	M-----		1				\$125.00		0.00			

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WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WHAS	04/26/22	05/02/22	Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	5	\$400.00	P02	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	-TWTF--					4	\$350.00		0.00			
		Week: 05/02/22	05/08/22	M-----					1	\$350.00		0.00			
N 16	WHAS	04/27/22	04/27/22	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: 04/25/22	05/01/22	-TWTF--					4	\$400.00		0.00			
		Week: 05/02/22	05/08/22	M-----					1	\$400.00		0.00			
N 17	WHAS	04/26/22	05/02/22	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: 04/25/22	05/01/22	-T-T---					2	\$400.00		0.00			
		Week: 05/02/22	05/08/22	M-----					1	\$400.00		0.00			
N 18	WHAS	04/26/22	05/02/22	Inside Ed 730-8p	CM	730-8p	--W-F--	: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: 04/25/22	05/01/22	--W-F--					2	\$400.00		0.00			
		Week: 05/02/22	05/08/22	-----					0	\$400.00		0.00			
N 19	WHAS	05/02/22	05/02/22	Mon Prime C	CM	10-11p	M-----	:30	1	\$1,150.00	P02	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	M-----					1	\$1,150.00		0.00			
N 20	WHAS	04/26/22	04/26/22	Tue Prime A	CM	8-9p	-T-----	:30	1	\$600.00	P02	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	-T-----					1	\$600.00		0.00			
N 21	WHAS	04/27/22	04/27/22	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: 04/25/22	05/01/22	--W----					1	\$750.00		0.00			
N 22	WHAS	05/01/22	05/01/22	Sun Prime Other 2nd Half	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: 04/25/22	05/01/22	-----S					1	\$1,400.00		0.00			
N 23	WHAS	04/26/22	05/02/22	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: 04/25/22	05/01/22	-TWTF--					4	\$325.00		0.00			
		Week: 05/02/22	05/08/22	M-----					1	\$325.00		0.00			
N 24	WHAS	04/30/22	04/30/22	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: 04/25/22	05/01/22	-----S-					1	\$250.00		0.00			
N 25	WHAS	05/01/22	05/01/22	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: 04/25/22	05/01/22	-----S					1	\$325.00		0.00			
N 26	WHAS	04/29/22	04/29/22	Jimmy Kimmel DB*	CM	1205-107a	----F--	:30	1	\$75.00	P02	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	----F--					1	\$75.00		0.00			
													Totals	60	\$20,075.00