

ORDER

Orders
Order / Rev: 2466816
Alt Order #: WOC13583216
Product Desc: 2022
Estimate: 14335
Flight Dates: 04/29/22 - 05/03/22
Original Date / Rev: 04/21/22 / 04/22/22
Order Type: General

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

Agency
Name: Red Eagle Media Group / POL
Buying Contact: _____
Billing Contact: _____
815 Slaters Lane
Alexandria, VA 22314

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

Advertiser
Name: ISS/ Hoosier Values
Demographic: A55+
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: 199524
Agency External ID: 20245AG
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/03/22	16	\$5,825.00	\$4,951.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	16	\$5,825.00	\$4,951.25	35.40
Totals	16	\$5,825.00	\$4,951.25	35.40

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%	\$5,825.00
Market	100%	\$38,833.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$33,008.33
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	04/29/22	05/03/22	Good Morning America	CM	7-9a	22--2--	:30	6	\$325.00	P02	1.95	NM	6	\$1,950.00
				GOOD MORNING AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/29/22	05/05/22	22--2--	6	\$325.00	1.95								

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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 2	WHAS	04/29/22	05/03/22	Local News @ 430a M-FCM WHAS11 WAKE UP NEWS @ .	CM	430-5a	11--1--	:30	3	\$75.00	P02	0.51	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/29/22	05/05/22	22--2--		6				\$325.00		1.95			
N 3	WHAS	04/29/22	05/02/22	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	530-6p	1---1--	:30	2	\$350.00	P02	2.51	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/29/22	05/05/22	11--1--		3				\$75.00		0.51			
N 4	WHAS	04/29/22	04/30/22	Local News @ 630p Sa CM WHAS11 NEWS @ 6:30p	CM	630-7p	-----1-	:30	1	\$125.00	P02	3.74	NM	2	\$525.00
		<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	-----1-		1				\$125.00		3.74			
	<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	04/25/22-05/01/22	Local News @ 630p Sa		630-7p	-----Sa--	:30		(\$125.00)		3.74	NM		
				See MG 4.2,4.3 [Program Change]											
	2	WHAS	05/02/22-05/03/22	Local News @ 5a M-F		5-6a	MT-----	:30		\$125.00		3.74	NM		
				MG for 5.1,4.1 [Approved 4/22/22]											
	3	WHAS	05/02/22-05/02/22	ET 7-730p		7-730p	M-----	:30		\$400.00		3.41	NM		
				MG for 5.1,4.1 [Approved 4/22/22]											
N 5	WHAS	04/29/22	05/02/22	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	1---1--	:30	2	\$400.00	P02	3.41	NM	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: 04/29/22	05/05/22	1---1--		2				\$400.00		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	WHAS	04/29/22-05/05/22	Inside Ed 730-8p		730-8p	M----F----	:30		(\$400.00)		3.41	NM		
				See MG 4.2,4.3											
N 6	WHAS	04/29/22	05/02/22	Mon Prime A AMERICAN IDOL	CM	8-9p	1-----	:30	1	\$1,275.00	P02	2.98	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: 04/29/22	05/05/22	1-----		1				\$1,275.00		2.98			
N 7	WHAS	04/29/22	05/01/22	Sun Prime A AMERICA'S FUNNIEST HOME	CM	7-8p	-----1	:30	1	\$750.00	P02	3.61	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	-----1		1				\$750.00		3.61			
													Totals	16	\$5,825.00