

ORDER

Orders
Order / Rev: 2466797
Alt Order #: WOC13583212
Product Desc: 2022
Estimate: 14332
Flight Dates: 04/22/22 - 04/28/22
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
03/28/22	04/24/22	9	\$4,725.00	\$4,016.25
04/25/22	04/28/22	20	\$8,200.00	\$6,970.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	9	\$4,725.00	\$4,016.25	20.15
May 2022	20	\$8,200.00	\$6,970.00	44.04
Totals	29	\$12,925.00	\$10,986.25	64.19

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%	\$12,925.00
Market	100%	\$86,166.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$73,241.67
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 1	WHAS	04/22/22	04/28/22	Good Morning America GOOD MORNING AMERICA	CM	7-9a	11111--	:30	5	\$325.00	P02	1.95	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>			

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 Product Desc: 2022
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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	04/22/22	04/28/22	Local News @ 430a M-FCM	CM	430-5a	11111--	:30	5	\$75.00	P02	0.51	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/22	04/28/22	11111--					5	\$325.00		1.95			
				WHAS11 WAKE UP NEWS @ 4											
N 3	WHAS	04/22/22	04/28/22	Local News @ 530p M-FCM	CM	530-6p	11111--	:30	5	\$350.00	P02	2.51	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: 04/22/22	04/28/22	11111--					5	\$75.00		0.51			
				WHAS11 NEWS @ 530P											
N 4	WHAS	04/22/22	04/23/22	Local News @ 630p Sa CM	CM	630-7p	-----1-	:30	1	\$125.00	P02	3.74	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: 04/18/22	04/24/22	-----1-					1	\$125.00		3.74			
				WHAS11 NEWS @ 6:30p											
N 5	WHAS	04/22/22	04/28/22	Inside Ed 730-8p	CM	730-8p	11111--	:30	5	\$400.00	P02	3.41	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: 04/22/22	04/28/22	11111--					5	\$400.00		3.41			
				INSIDE EDITION											
N 6	WHAS	04/22/22	04/25/22	Mon Prime Other	CM	8-11p	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: 04/22/22	04/28/22	1-----					1	\$1,275.00		2.98			
				AMERICAN IDOL MON											
N 7	WHAS	04/22/22	04/26/22	Tue Prime A	CM	8-9p	-1-----	:30	1	\$600.00	P02	3.44	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: 04/22/22	04/28/22	-1-----					1	\$600.00		3.44			
				JUDGE STEVE HARVEY											
N 8	WHAS	04/22/22	04/28/22	NFL Draft Prime	CM	8:00 PM-11:00 PM	---1---	:30	1	\$1,525.00	P02	2.15	NM	1	\$1,525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/22/22	04/28/22	---1---					1	\$1,525.00		2.15			
				NFL DRAFT ROUND 1		(8:00 PM-11:00 PM)									
N 9	WHAS	04/22/22	04/24/22	Sun Prime A	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: 04/18/22	04/24/22	-----1					1	\$750.00		3.61			
				AMERICA'S FUNNIEST HOME											
N 10	WHAS	04/22/22	04/24/22	Sun Prime Other 2nd H	CM	6-10p	-----1	:30	1	\$1,400.00	P02	2.12	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: 04/18/22	04/24/22	-----1					1	\$1,400.00		2.12			
				Sun Prime Other 2nd Prgm											
N 12	WHAS	04/22/22	04/24/22	NBA Playoffs DT Game 1	CM	Various	-----1	:30	1	\$650.00	P02	1.15	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: 04/18/22	04/24/22	-----1					1	\$650.00		1.15			
				NBA Playoffs DT Game 1											
N 13	WHAS	04/22/22	04/24/22	NBA Playoffs DT Game 2	CM	Various	-----1	:30	1	\$650.00	P02	1.15	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: 04/18/22	04/24/22	-----1					1	\$650.00		1.15			
				NBA Playoffs DT Game 2											
N 14	WHAS	04/22/22	04/28/22	Local News @ 6a M-F	CM	6-7a	1-----	:30	1	\$200.00	P02	1.95	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: 04/22/22	04/28/22	1-----					1	\$200.00		1.95			
				Local News @ 6a M-F											

Totals 29 \$12,925.00