

# ORDER

**Orders**  
**Order / Rev:** 2470049  
 Alt Order #: WOC13588677  
 Product Desc: 2022  
 Estimate: 14411  
 Flight Dates: 04/29/22 - 05/03/22  
 Original Date / Rev: 04/28/22 / 05/02/22  
 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	10	\$3,800.00	\$3,230.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	10	\$3,800.00	\$3,230.00	16.76
<b>Totals</b>	<b>10</b>	<b>\$3,800.00</b>	<b>\$3,230.00</b>	<b>16.76</b>

**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%	\$3,800.00
Market	100%	\$25,333.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$21,533.33
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	Local News @ 5a M-F	CM	5-6a	11--1--	:30	3	\$125.00	P02	0.56	NM	3	\$375.00
				WHAS11 WAKE UP NEWS @ 5											
		<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	\$125.00	0.56								

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 Estimate: 14411  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<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	\$125.00		0.56			
N 2	WHAS	04/29/22	05/01/22	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$400.00	P02	4.17	NM	1	\$400.00
				WHAS11 NEWS SUNDAY											
		<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	\$400.00		4.17			
<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 Su			630-7p	-----Su	:30		<del>(\$400.00)</del>		4.17	NM		
See MG 2.2															
[Recon Preempt-Other: DNA NBA game runover]															
2	WHAS	05/02/22-05/02/22	Mon Prime B			9-10p	M-----	:30		\$400.00		4.17	NM		
Ⓜ MG for 2.1 05/01															
[For Recon]															
N 3	WHAS	04/29/22	05/02/22	Mon Prime A	CM	8-9p	1-----	:30	1	\$1,275.00	P02	2.98	NM	1	\$1,275.00
				Mon Prime A											
		<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 4	WHAS	04/29/22	04/29/22	Fri Prime Other	CM	9:00 PM-11:00 PM	----1--	:30	1	\$650.00	P02	3.15	NM	3	\$650.00
				20/20 FRI	(9:00 PM-11:00 PM)										
		<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	\$650.00		3.15			
<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	Fri Prime Other			9:00 PM-11:00 PM	-----F----	:30		<del>(\$650.00)</del>		3.15	NM		
See MG 4.2,4.3,4.4															
2	WHAS	04/25/22-05/01/22	Local News @ 11p Sa			11-1135p	-----Sa--	:30		\$250.00		1.05	NM		
Ⓜ MG for 4.1 04/29															
[Approved MG 4.28.22]															
3	WHAS	04/25/22-05/01/22	Local News @ 11p Su			11-1135p	-----Su	:30		\$325.00		1.05	NM		
Ⓜ MG for 4.1 04/29															
[Approved MG 4.28.22]															
4	WHAS	05/02/22-05/02/22	Jimmy Kimmel			1135p-1237a	M-----	:30		\$75.00		1.05	NM		
Ⓜ MG for 4.1 04/29															
[Approved MG 4.28.22]															
N 5	WHAS	04/29/22	04/30/22	Sat Prime Other	CM	7:57 PM-9:00 PM	-----1-	:30	1	\$350.00	P02	1.17	NM	1	\$350.00
				Sat Prime Other	(7:57 PM-9:00 PM)										
		<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	\$350.00		1.17			
N 6	WHAS	04/29/22	05/01/22	Sun Prime A	CM	7-8p	-----1	:30	1	\$750.00	P02	3.61	NM	1	\$750.00
				AMERICA'S FUNNIEST HOME											
		<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	10	\$3,800.00