

ORDER

Orders
Order / Rev: 2465620
 Alt Order #: _____
 Product Desc: _____
 Estimate: _____
 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: Mulloy Borland / POL
 Buying Contact: _____
 Billing Contact: _____
131 W Main Street
Louisville, KY 40202

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

Advertiser
Name: POL/ John Aubrey / D / SHERIFF / KY
 Demographic: A25-54
 Product Codes: PL-Candidate: Sheriff (LUR)
 Revenue Code 1: AGY
 Revenue Code 2: (POL) Political
 Revenue Code 3: (POL) Candidate
 Priority: P04

New Business End: _____
 Advertiser External ID: 131975
 Agency External ID: 39790AG
 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	90	\$10,000.00	\$8,500.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	90	\$10,000.00	\$8,500.00	0.00
Totals	90	\$10,000.00	\$8,500.00	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%	\$10,000.00
Market	100%	\$40,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	75%	\$30,000.00
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	05/10/22	05/17/22	Local News @ 5a M-F	CM	5-6a	MTWTF--	:15	2	\$65.00	P02	0.00	NM	12	\$780.00
				Local News @ 5a 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--		8		\$65.00		0.00					
		Week: 05/16/22	05/22/22	MT-----		4		\$65.00		0.00					

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Advertiser: POL/ John Aubrey / D / SHERIFF / KY
 Product Desc: WHAS
 Estimate:

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: 05/09/22	05/15/22	-TWTF--		8				\$65.00		0.00			
		Week: 05/16/22	05/22/22	MT-----		4				\$65.00		0.00			
N 2	WHAS	05/10/22	05/17/22	Local News @ 6a M-F	CM	6-7a	MTWTF--	:15	2	\$100.00	P02	0.00	NM	12	\$1,200.00
				Local News @ 6a 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--		8				\$100.00		0.00			
		Week: 05/16/22	05/22/22	MT-----		4				\$100.00		0.00			
N 3	WHAS	05/10/22	05/17/22	Good Morning America	CM	7-9a	MTWTF--	:15	2	\$165.00	P02	0.00	NM	12	\$1,980.00
				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: 05/09/22	05/15/22	-TWTF--		8				\$165.00		0.00			
		Week: 05/16/22	05/22/22	MT-----		4				\$165.00		0.00			
N 4	WHAS	05/10/22	05/17/22	Local News @ 430a M-F	CM	430-5a	MTWTF--	:15	2	\$40.00	P02	0.00	NM	2	\$80.00
				Local News @ 430a 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--		2				\$40.00		0.00			
		Week: 05/16/22	05/22/22	MT-----		0				\$40.00		0.00			
N 5	WHAS	05/10/22	05/15/22	Local News @ 6a Sa	CM	6-7a	-----S-	:15	1	\$25.00	P02	0.00	NM	1	\$25.00
				Local News @ 6a Sa											
		<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				\$25.00		0.00			
N 6	WHAS	05/10/22	05/15/22	Good Morning America Sa	CM	7-9a	-----S-	:15	1	\$65.00	P02	0.00	NM	1	\$65.00
				Good Morning America Sa											
		<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				\$65.00		0.00			
N 7	WHAS	05/10/22	05/15/22	Local News @ 9a Sa	CM	9-10a	-----S-	:15	1	\$65.00	P02	0.00	NM	1	\$65.00
				Local News @ 9a Sa											
		<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				\$65.00		0.00			
N 8	WHAS	05/10/22	05/15/22	ROS EM (Su) 6-8a	CM	6-8a	-----S	:15	2	\$25.00	P02	0.00	NM	2	\$50.00
				EM (Su) 6-8a											
		<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		2				\$25.00		0.00			
N 9	WHAS	05/10/22	05/16/22	Local News @ 12p M-F	CM	12-1p	MTWTF--	:15	2	\$65.00	P02	0.00	NM	10	\$650.00
				Local News @ 12p 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--		8				\$65.00		0.00			
		Week: 05/16/22	05/22/22	M-----		2				\$65.00		0.00			
N 10	WHAS	05/10/22	05/16/22	Local News @ 5p M-F	CM	5-530p	MTWTF--	:15	4	\$165.00	P02	0.00	NM	5	\$825.00
				Local News @ 5p 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				\$165.00		0.00			
		Week: 05/16/22	05/22/22	M-----		1				\$165.00		0.00			
N 11	WHAS	05/10/22	05/16/22	Local News @ 530p M-F	CM	530-6p	MTWTF--	:15	4	\$175.00	P02	0.00	NM	5	\$875.00
				Local News @ 530p 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				\$175.00		0.00			
		Week: 05/16/22	05/22/22	M-----		1				\$175.00		0.00			
N 12	WHAS	05/10/22	05/16/22	Local News @ 6p M-F	CM	6-630p	MTWTF--	:15	4	\$200.00	P02	0.00	NM	5	\$1,000.00
				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				\$200.00		0.00			
		Week: 05/16/22	05/22/22	M-----		1				\$200.00		0.00			
N 13	WHAS	05/10/22	05/16/22	Local News @ 630p Su	CM	630-7p	-----S	:15	1	\$200.00	P02	0.00	NM	1	\$200.00
				Local News @ 630p Su											
		<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				\$200.00		0.00			
		Week: 05/16/22	05/22/22	-----		0				\$200.00		0.00			
N 14	WHAS	05/10/22	05/15/22		CM	8-11p	----F--	:15	1	\$325.00	P02	0.00	NM	1	\$325.00

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Advertiser: POL/ John Aubrey / D / SHERIFF / KY
 Product Desc: **WHAS**
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Fri Prime Other											
				Fri Prime Other											
		<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				\$325.00		0.00			
N 15	WHAS	05/10/22	05/15/22	Sun Prime A	CM	7-8p	-----S	:15	1	\$375.00	P02	0.00	NM	1	\$375.00
				Sun Prime A											
		<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				\$375.00		0.00			
N 16	WHAS	05/10/22	05/16/22	LN (M-Su)	CM	11-1135p	MTWTF-S	:15	1	\$165.00	P02	0.00	NM	6	\$990.00
				LN (M-Su)											
		<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-S		5				\$165.00		0.00			
Week:		05/16/22	05/22/22	M-----		1				\$165.00		0.00			
N 17	WHAS	05/10/22	05/16/22	Local News @ 11p Sa	CM	11-1135p	-----S-	:15	1	\$125.00	P02	0.00	NM	1	\$125.00
				Local News @ 11p Sa											
		<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			
Week:		05/16/22	05/22/22	-----		0				\$125.00		0.00			
N 18	WHAS	05/10/22	05/16/22	Jimmy Kimmel	CM	1135p-1237a	MTWTF--	:15	1	\$40.00	P02	0.00	NM	6	\$240.00
				Jimmy Kimmel											
		<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				\$40.00		0.00			
Week:		05/16/22	05/22/22	M-----		2				\$40.00		0.00			
N 19	WHAS	05/10/22	05/16/22	Nightline	CM	1237-106a	MTWTF--	:15	1	\$25.00	P02	0.00	NM	6	\$150.00
				Nightline											
		<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				\$25.00		0.00			
Week:		05/16/22	05/22/22	M-----		2				\$25.00		0.00			
													Totals	90	\$10,000.00