

ORDER

Orders
Order / Rev: 2473167
 Alt Order #: _____
 Product Desc: _____
 Estimate: _____
 Flight Dates: 05/09/22 - 05/16/22
 Original Date / Rev: 05/04/22 / 05/04/22
 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/ Mike O'Connell / D / County Attn:
 Demographic: A35+
 Product Codes: PL-Candidate: County Other (LUR)
 Revenue Code 1: AGY
 Revenue Code 2: (POL) Political
 Revenue Code 3: (POL) Candidate
 Priority: P04

New Business End: _____
 Advertiser External ID: 115683
 Agency External ID: 39790AG
 Unit Code: General
 Order Separation: 00:05:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/16/22	14	\$4,000.00	\$3,400.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	14	\$4,000.00	\$3,400.00	0.00
Totals	14	\$4,000.00	\$3,400.00	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	18%	\$4,000.00
Market	100%	\$22,222.22

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$18,222.22
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	05/09/22	05/16/22	Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	5	\$400.00	P02	0.00	NM	6	\$2,400.00
				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	MTWTF--		5				\$400.00		0.00			
		Week: 05/16/22	05/22/22	M-----		1				\$400.00		0.00			

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Advertiser: POL/ Mike O'Connell / D / County Attny /
 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	MTWTF--		5				\$400.00		0.00			
		Week: 05/16/22	05/22/22	M-----		1				\$400.00		0.00			
N 2	WHAS	05/09/22	05/16/22	LN (M-Su) LN (M-Su)	CM	11-1135p	MTWTFSS	:30	8	\$200.00	P03	0.00	NM	8	\$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: 05/09/22	05/15/22	MTWTFSS		7				\$200.00		0.00			
		Week: 05/16/22	05/22/22	M-----		1				\$200.00		0.00			
Totals													14	\$4,000.00	