

# ORDER

**Orders**  
**Order / Rev:** 2465607  
 Alt Order #: \_\_\_\_\_  
 Product Desc: \_\_\_\_\_  
 Estimate: \_\_\_\_\_  
 Flight Dates: 05/02/22 - 05/08/22  
 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/ 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: 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/25/22	05/08/22	26	\$5,000.00	\$4,250.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	26	\$5,000.00	\$4,250.00	0.00
<b>Totals</b>	<b>26</b>	<b>\$5,000.00</b>	<b>\$4,250.00</b>	<b>0.00</b>

**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%	\$5,000.00
Market	100%	\$27,777.78

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$22,777.78
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	05/02/22	05/08/22	Local News @ 5a M-F	CM	5-6a	MTWTF--	:30	5	\$40.00	P04	0.00	NM	5	\$200.00
				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: 05/02/22	05/08/22	MTWTF--		5				\$40.00		0.00			

Order / Rev: 2465607  
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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
N 2	WHAS	05/02/22	05/08/22	Local News @ 6a M-F	CM	6-7a	MTWTF--	:30	5	\$80.00	P04	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	MTWTF--					5	\$40.00		0.00			
N 3	WHAS	05/02/22	05/08/22	Good Morning America	CM	7-9a	MTWTF--	:30	5	\$120.00	P04	0.00	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	MTWTF--					5	\$80.00		0.00			
N 4	WHAS	05/02/22	05/08/22	Local News @ 12p M-F	CM	12-1p	MTWTF--	:30	5	\$75.00	P03	0.00	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: 05/02/22	05/08/22	MTWTF--					5	\$75.00		0.00			
N 5	WHAS	05/02/22	05/08/22	Mon Prime A	CM	8-9p	M-----	:30	1	\$800.00	P03	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	M-----					1	\$800.00		0.00			
N 6	WHAS	05/02/22	05/08/22	Wed Prime A	CM	8-9p	--W----	:30	1	\$475.00	P03	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	--W----					1	\$475.00		0.00			
N 7	WHAS	05/02/22	05/08/22	Thu Prime A	CM	8-9p	---T---	:30	1	\$800.00	P03	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	---T---					1	\$800.00		0.00			
N 8	WHAS	05/02/22	05/08/22	Fri Prime A	CM	8-9p	----F--	:30	1	\$475.00	P03	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	----F--					1	\$475.00		0.00			
N 9	WHAS	05/02/22	05/08/22	Sun Prime A	CM	7-8p	-----S	:30	1	\$475.00	P03	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/22	05/08/22	-----S					1	\$475.00		0.00			
N 10	WHAS	05/02/22	05/08/22	ABC World News Sa	CM	6-630p	-----S-	:30	1	\$400.00	P04	0.00	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: 05/02/22	05/08/22	-----S-					1	\$400.00		0.00			
Totals													26	\$5,000.00	