

# ORDER

**Orders**  
**Order / Rev:** 2463168  
 Alt Order #: \_\_\_\_\_  
**Product Desc:** Primary  
 Estimate: \_\_\_\_\_  
**Flight Dates:** 05/02/22 - 05/17/22  
**Original Date / Rev:** 04/13/22 / 04/13/22  
**Order Type:** General

**WHAS**  
**Primary AE:** Nick Coloprisko  
**Sales Office:** WHAS  
**Sales Region:** LOC

**Agency**  
**Name:** Grit Media  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
324 Capital Avenue  
Frankfort, KY 40601

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/ Bill Ferko / R / ST SEN / KY  
**Demographic:** A35+  
**Product Codes:** PL-Candidate: State Senate (LUR)  
**Revenue Code 1:** AGY  
**Revenue Code 2:** (POL) Political  
**Revenue Code 3:** (POL) Candidate

**New Business Thru:** \_\_\_\_\_  
**Advertiser External ID:** 188908  
**Agency External ID:** 20569AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/02/22	05/08/22	26	\$4,395.00	\$3,735.75
05/09/22	05/15/22	29	\$4,220.00	\$3,587.00
05/16/22	05/22/22	9	\$1,205.00	\$1,024.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	64	\$9,820.00	\$8,347.00	0.00
<b>Totals</b>	<b>64</b>	<b>\$9,820.00</b>	<b>\$8,347.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Coloprisko			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHAS	18%	\$9,820.00
Market	100%	\$54,555.56

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	82%	\$44,735.56
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	05/17/22	Local News @ 5a M-F	CM	5:30 AM-6:00 AM	MTWTF--	:30	3	\$40.00	P04	0.00	NM	8	\$320.00
				Local News @ 5a M-F		(5:30 AM-6:00 AM)									
		<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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 Alt Order #:  
 Flight Dates: 05/02/22 - 05/17/22

Advertiser: POL/ Bill Ferko / R / ST SEN / KY  
 Product Desc: Primary  
 Estimate:

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: 05/02/22	05/08/22	---T---		1				\$800.00		0.00			
N 12	WHAS	05/15/22	05/15/22	Sun Prime A Sun Prime A	CM	7-8p	-----S	:30	1	\$300.00	P04	0.00	NM	1	\$300.00
		<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	-----S		1				\$300.00		0.00			
N 13	WHAS	05/09/22	05/13/22	Inside Ed 730-8p Inside Ed 730-8p	CM	730-8p	MTWTF--	:30	1	\$250.00	P03	0.00	NM	1	\$250.00
		<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	MTWTF--		1				\$250.00		0.00			
N 14	WHAS	05/09/22	05/13/22	Local News @ 430a M-FCM Local News @ 430a M-F		430-5a	MTWTF--	:30	1	\$50.00	P03	0.00	NM	1	\$50.00
		<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	MTWTF--		1				\$50.00		0.00			
													Totals	64	\$9,820.00