

# ORDER

**Orders**  
**Order / Rev:** 2774300  
 Alt Order #: \_\_\_\_\_  
**Product Desc:** Ball 2023 General WHAS  
 Estimate: \_\_\_\_\_  
**Flight Dates:** 10/28/23 - 11/07/23  
**Original Date / Rev:** 09/19/23 / 09/19/23  
**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/ Allison Ball / R / ST OTHER / KY  
 Demographic: A25-54  
 Product Codes: PL-Candidate: State Other (LUR)  
 Revenue Code 1: AGY  
 Revenue Code 2: (POL) Political  
 Revenue Code 3: (POL) Candidate  
 Priority: P04

**New Business End:** \_\_\_\_\_  
**Advertiser External ID:** 146762  
**Agency External ID:** 20569AG  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/23/23	10/29/23	2	\$480.00	\$408.00
10/30/23	11/05/23	24	\$4,110.00	\$3,493.50
11/06/23	11/12/23	7	\$1,230.00	\$1,045.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2023	2	\$480.00	\$408.00	0.00
November 2023	31	\$5,340.00	\$4,539.00	0.00
<b>Totals</b>	<b>33</b>	<b>\$5,820.00</b>	<b>\$4,947.00</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	15%	\$5,820.00
Market	100%	\$38,800.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$32,980.00
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	10/30/23	11/07/23	Local News @ 5a M-F	CM	5-6a	MTWTF--	:30	3	\$80.00	P03	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 2774300  
 Alt Order #:  
 Flight Dates: 10/28/23 - 11/07/23

Advertiser: POL/ Allison Ball / R / ST OTHER / KY  
 Product Desc: Ball 2023 General WHAS  
 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: 10/30/23	11/05/23	MTWTF--		3				\$80.00		0.00			
		Week: 11/06/23	11/12/23	MT-----		1				\$80.00		0.00			
N 2	WHAS	10/30/23	11/07/23	Local News @ 6a M-F	CM	6-7a	MTWTF--	:30	2	\$150.00	P03	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/23	11/05/23	MTWTF--		2				\$150.00		0.00			
		Week: 11/06/23	11/12/23	MT-----		1				\$150.00		0.00			
N 3	WHAS	10/30/23	11/07/23	Good Morning America	CM	6:56 AM-8:00 AM	MTWTF--	:30	3	\$200.00	P03	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/23	11/05/23	MTWTF--		3				\$200.00		0.00			
		Week: 11/06/23	11/12/23	MT-----		1				\$200.00		0.00			
N 4	WHAS	10/30/23	11/05/23	Local News @ 12p M-F	CM	11:58 AM-12:30 PM	PMTWTF--	:30	3	\$90.00	P03	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/23	11/05/23	MTWTF--		3				\$90.00		0.00			
N 5	WHAS	10/30/23	11/07/23	Local News @ 4p M-F	CM	3:58 PM-4:30 PM	MTWTF--	:30	3	\$100.00	P03	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/23	11/05/23	MTWTF--		3				\$100.00		0.00			
		Week: 11/06/23	11/12/23	MT-----		1				\$100.00		0.00			
N 6	WHAS	10/30/23	11/06/23	Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	3	\$200.00	P03	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/23	11/05/23	MTWTF--		3				\$200.00		0.00			
		Week: 11/06/23	11/12/23	M-----		1				\$200.00		0.00			
N 7	WHAS	10/30/23	11/06/23	Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	3	\$250.00	P03	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/23	11/05/23	MTWTF--		3				\$250.00		0.00			
		Week: 11/06/23	11/12/23	M-----		1				\$250.00		0.00			
N 8	WHAS	10/30/23	11/06/23	ET 7-730p	CM	7-730p	MTWTF--	:30	3	\$250.00	P03	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/23	11/05/23	MTWTF--		3				\$250.00		0.00			
		Week: 11/06/23	11/12/23	M-----		1				\$250.00		0.00			
N 9	WHAS	10/28/23	10/28/23	Local News @ 9a Sa	CM	9-10a	-----S-	:30	1	\$180.00	P02	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/23	10/29/23	-----S-		1				\$180.00		0.00			
N 10	WHAS	10/28/23	10/28/23	NCAA FB Daytime EarlyGM		12-330p	-----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: 10/23/23	10/29/23	-----S-		1				\$300.00		0.00			
N 11	WHAS	11/04/23	11/04/23	NCAA Football Prime	CM	8-1130p	-----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: 10/30/23	11/05/23	-----S-		1				\$300.00		0.00			
													Totals	33	\$5,820.00