

# ORDER

**Orders**  
**Order / Rev:** 2750698  
 Alt Order #: \_\_\_\_\_  
 Product Desc: \_\_\_\_\_  
 Estimate: 2977  
 Flight Dates: 08/07/23 - 08/13/23  
 Original Date / Rev: 08/02/23 / 08/04/23  
 Order Type: General

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

**Agency**  
**Name:** Blue West Media/ POL  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
5130 East 18th Avenue  
Denver, CO 80220

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

**Advertiser**  
**Name:** POL/ Andy Beshear / D / GOV / KY  
 Demographic: A35+  
 Product Codes: PL-Candidate: State Governor (LUR)  
 Revenue Code 1: AGY  
 Revenue Code 2: (POL) Political  
 Revenue Code 3: (POL) Candidate  
 Priority: P04

New Business End: \_\_\_\_\_  
 Advertiser External ID: 144988  
 Agency External ID: 20009AG  
 Unit Code: General  
 Order Separation: 00:05:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/31/23	08/13/23	115	\$21,166.00	\$17,991.10

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2023	115	\$21,166.00	\$17,991.10	0.00
<b>Totals</b>	<b>115</b>	<b>\$21,166.00</b>	<b>\$17,991.10</b>	<b>0.00</b>

**Account Executives**

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

**Order Share**

	Share	Total
WHAS	22%	\$21,166.00
Market	100%	\$96,209.09

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$75,043.09
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	08/07/23	08/13/23	Local News @ 5a M-F	CM	5-6a	MTWTF--	:30	10	\$80.00	P03	0.00	NM	10	\$800.00
				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: 08/07/23	08/13/23	MTWTF--		10				\$80.00		0.00			



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Advertiser: POL/ Andy Beshear / D / GOV / KY  
 Product Desc:  
 Estimate: 2977

WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 11p Sa			-----S-								
				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:		08/07/23	08/13/23	-----S-				2		\$200.00		0.00			
N30	WHAS	08/07/23	08/13/23	Tue Prime A	CM	8-9p	-T-----	:30	1	\$500.00	P03	0.00	NM	1	\$500.00
				Tue Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/07/23	08/13/23	-T-----				1		\$500.00		0.00			
N31	WHAS	08/07/23	08/13/23	Thu Prime C	CM	10-11p	---T---	:30	1	\$475.00	P03	0.00	NM	1	\$475.00
				Thu Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/07/23	08/13/23	---T---				1		\$475.00		0.00			
N32	WHAS	08/07/23	08/13/23	Sun Prime C	CM	9-10p	-----S	:30	1	\$900.00	P03	0.00	NM	1	\$900.00
				Sun Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/07/23	08/13/23	-----S				1		\$900.00		0.00			
													Totals	115	\$21,166.00