

ORDER

Orders
Order / Rev: 2767206
 Alt Order #: _____
 Product Desc: _____
 Estimate: 3015
 Flight Dates: 09/18/23 - 09/24/23
 Original Date / Rev: 09/14/23 / 09/14/23
 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
08/28/23	09/24/23	112	\$20,250.00	\$17,212.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	112	\$20,250.00	\$17,212.50	0.00
Totals	112	\$20,250.00	\$17,212.50	0.00

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%	\$20,250.00
Market	100%	\$92,045.45

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$71,795.45
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	09/18/23	09/24/23	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: 09/18/23	09/24/23	MTWTF--		10				\$80.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	09/18/23	09/24/23	Local News @ 6a M-F	CM	6-7a	MTWTF--	:30	10	\$150.00	P03	0.00	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	MTWTF--					10	\$80.00		0.00			
		Local News @ 6a M-F													
N 3	WHAS	09/18/23	09/24/23	Good Morning America	CM	7-9a	MTWTF--	:30	15	\$200.00	P03	0.00	NM	15	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	MTWTF--					15	\$200.00		0.00			
		Good Morning America													
N 9	WHAS	09/18/23	09/24/23	Local News @ 12p M-F	CM	11:58 AM-12:30 PIM- W-F--		: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: 09/18/23	09/24/23	MTWTF--					3	\$90.00		0.00			
		Local News @ 12p M-F (11:58 AM-12:30 PM)													
N 10	WHAS	09/18/23	09/24/23	Local News @ 4p M-F	CM	4-5p	MTWTF--	:30	5	\$100.00	P03	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	MTWTF--					5	\$100.00		0.00			
		Local News @ 4p M-F													
N 11	WHAS	09/18/23	09/24/23	Local News @ 5p M-F	CM	5-530p	MTWTF--	: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: 09/18/23	09/24/23	MTWTF--					8	\$200.00		0.00			
		Local News @ 5p M-F													
N 12	WHAS	09/18/23	09/24/23	Local News @ 530p M-F	CM	530-6p	MTWTF--	:30	10	\$225.00	P03	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	MTWTF--					10	\$225.00		0.00			
		Local News @ 530p M-F													
N 14	WHAS	09/18/23	09/24/23	Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	10	\$250.00	P03	0.00	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	MTWTF--					10	\$250.00		0.00			
		Local News @ 6p M-F													
N 15	WHAS	09/18/23	09/24/23	LN (M-Su)	CM	11-1135p	MTWTF-S	:30	12	\$200.00	P03	0.00	NM	13	\$2,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	MTWTF-S					12	\$200.00		0.00			
		LN (M-Su)													
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		190	WHAS	09/18/23-09/24/23	LN (M-Su)	11-1135p	MTWThF--Su	:30		(\$200.00)		0.00	NM		
		See MG 15.195,15.196,15.197													
		[Program Change-11p News DB-msw]													
		193	WHAS	09/18/23-09/24/23	LN (M-Su)	11-1135p	MTWThF--Su	:30		(\$200.00)		0.00	NM		
		See MG 15.195,15.196,15.197													
		[Program Change-11p News DB-msw]													
		195	WHAS	09/18/23-09/24/23	Local News @ 11p M-F	DB	Various	:30		\$200.00		0.00	NM		
		Ⓜ MG for 15.193,15.190,17.71													
		196	WHAS	09/18/23-09/24/23	Local News @ 11p M-F	DB	Various	:30		\$200.00		0.00	NM		
		Ⓜ MG for 15.193,15.190,17.71													
		197	WHAS	09/18/23-09/24/23	Inside Ed 730-8p		730-8p	:30		\$250.00		0.00	NM		
		Ⓜ MG for 15.193,15.190,17.71													
N 16	WHAS	09/18/23	09/24/23	ET 7-730p	CM	7-730p	M-WT---	:30	3	\$250.00	P03	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	M-WT---					3	\$250.00		0.00			
		ET 7-730p													
N 17	WHAS	09/18/23	09/24/23	Inside Ed 730-8p	CM	730-8p	MTWTF--	:30	5	\$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: 09/18/23	09/24/23	MTWTF--					5	\$250.00		0.00			
		Inside Ed 730-8p													
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		71	WHAS	09/18/23-09/24/23	Inside Ed 730-8p	730-8p	MTWThF----	:30		(\$250.00)		0.00	NM		
		See MG 15.195,15.196,15.197													
		[Program Change-NFL Countdown-msw]													

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WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N25	WHAS	09/18/23	09/22/23	Daily Blast Live 3-4p	CM	3-4p	M - TF - -	:30	3	\$80.00	P03	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	M - TF - -					3	\$80.00		0.00			
N26	WHAS	09/18/23	09/24/23	Good Morning America Sa	CM	7-9a	- - - - - S -	:30	2	\$90.00	P03	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	- - - - - S -					2	\$90.00		0.00			
N27	WHAS	09/18/23	09/24/23	Good Morning America Su	CM	8-9a	- - - - - S	:30	2	\$100.00	P03	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	- - - - - S					2	\$100.00		0.00			
N29	WHAS	09/18/23	09/24/23	Local News @ 11p Sa	CM	11-1135p	- - - - - S -	:30	2	\$90.00	P04	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	- - - - - S -					2	\$90.00		0.00			
N31	WHAS	09/18/23	09/24/23	Wed Prime B	CM	9-10p	- - W - - - -	:30	1	\$550.00	P03	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	- - W - - - -					1	\$550.00		0.00			
N33	WHAS	09/18/23	09/24/23	The View	CM	11-12p	- T - T - - -	:30	2	\$120.00	P03	0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	- T - T - - -					2	\$120.00		0.00			
N34	WHAS	09/18/23	09/24/23	GMA3	CM	1-2p	MT - - F - -	: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: 09/18/23	09/24/23	MT - - F - -					3	\$90.00		0.00			
N35	WHAS	09/18/23	09/24/23	Thu Prime C	CM	10-11p	- - - T - - -	: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: 09/18/23	09/24/23	- - - T - - -					1	\$475.00		0.00			
N36	WHAS	09/18/23	09/24/23	Sun Prime D	CM	10-11p	- - - - - 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: 09/18/23	09/24/23	- - - - - S					1	\$475.00		0.00			
N37	WHAS	09/18/23	09/18/23	Nightline DB	CM	107-136a	M - - - - -	:30	1	\$40.00	P03	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	M - - - - -					1	\$40.00		0.00			
N38	WHAS	09/18/23	09/24/23	Fri Prime Other	CM	8-11p	- - - - F - -	:30	1	\$400.00	P03	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: 09/18/23	09/24/23	- - - - F - -					1	\$400.00		0.00			
N39	WHAS	09/18/23	09/24/23	GMA3	CM	1-2p	MTWTF - -	:30	2	\$90.00	P03	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	MTWTF - -					2	\$90.00		0.00			

Totals 112 \$20,250.00