

# ORDER

**Orders**  
**Order / Rev:** 2767278  
 Alt Order #: \_\_\_\_\_  
 Product Desc: \_\_\_\_\_  
 Estimate: 3018  
 Flight Dates: 09/25/23 - 10/01/23  
 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  |
|------------|----------|---------|--------------|-------------|
| 09/25/23   | 10/01/23 | 117     | \$20,090.00  | \$17,076.50 |

**Totals**

| Month         | # Spots    | Gross Amount       | Net Amount         | Rating      |
|---------------|------------|--------------------|--------------------|-------------|
| October 2023  | 117        | \$20,090.00        | \$17,076.50        | 0.00        |
| <b>Totals</b> | <b>117</b> | <b>\$20,090.00</b> | <b>\$17,076.50</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%   | \$20,090.00 |
| Market | 100%  | \$91,318.18 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| UNKWN | 78%   | \$71,228.18 |
| 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 | 09/25/23          | 10/01/23        | 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: 09/25/23    | 10/01/23        | MTWTF--             |       | 10                |         | \$80.00     |       | 0.00          |     |      |      |       |          |

Order / Rev: 2767278  
 Alt Order #:  
 Flight Dates: 09/25/23 - 10/01/23

Advertiser: POL/ Andy Beshear / D / GOV / KY  
 Product Desc: **WHAS**  
 Estimate: 3018

| Ln   | Ch   | Start             | End             | Inventory Code          | Break | Start/End Time      | Days      | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|------|------|-------------------|-----------------|-------------------------|-------|---------------------|-----------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| N 2  | WHAS | 09/25/23          | 10/01/23        | 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: 09/25/23    | 10/01/23        | MTWTF--                 |       |                     |           |     | 10                | \$80.00     |     | 0.00          |      |       |            |
|      |      |                   |                 | Local News @ 6a M-F     |       |                     |           |     |                   |             |     |               |      |       |            |
| N 3  | WHAS | 09/25/23          | 10/01/23        | 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: 09/25/23    | 10/01/23        | MTWTF--                 |       |                     |           |     | 10                | \$150.00    |     | 0.00          |      |       |            |
|      |      |                   |                 | Good Morning America    |       |                     |           |     |                   |             |     |               |      |       |            |
| N 9  | WHAS | 09/25/23          | 10/01/23        | Local News @ 12p M-F    | CM    | 11:58 AM-12:30 PM   | PI-TW---- | :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: 09/25/23    | 10/01/23        | MTWTF--                 |       |                     |           |     | 10                | \$200.00    |     | 0.00          |      |       |            |
|      |      |                   |                 | Local News @ 12p M-F    |       | (11:58 AM-12:30 PM) |           |     |                   |             |     |               |      |       |            |
| N 10 | WHAS | 09/25/23          | 10/01/23        | Local News @ 4p M-F     | CM    | 4-5p                | MTWTF--   | :30 | 9                 | \$100.00    | P03 | 0.00          | NM   | 9     | \$900.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |       |                     |           |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 09/25/23    | 10/01/23        | MTWTF--                 |       |                     |           |     | 9                 | \$100.00    |     | 0.00          |      |       |            |
|      |      |                   |                 | Local News @ 4p M-F     |       |                     |           |     |                   |             |     |               |      |       |            |
| N 11 | WHAS | 09/25/23          | 10/01/23        | 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: 09/25/23    | 10/01/23        | MTWTF--                 |       |                     |           |     | 8                 | \$200.00    |     | 0.00          |      |       |            |
|      |      |                   |                 | Local News @ 5p M-F     |       |                     |           |     |                   |             |     |               |      |       |            |
| N 12 | WHAS | 09/25/23          | 10/01/23        | 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: 09/25/23    | 10/01/23        | MTWTF--                 |       |                     |           |     | 10                | \$225.00    |     | 0.00          |      |       |            |
|      |      |                   |                 | Local News @ 530p M-F   |       |                     |           |     |                   |             |     |               |      |       |            |
| N 14 | WHAS | 09/25/23          | 10/01/23        | 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: 09/25/23    | 10/01/23        | MTWTF--                 |       |                     |           |     | 10                | \$250.00    |     | 0.00          |      |       |            |
|      |      |                   |                 | Local News @ 6p M-F     |       |                     |           |     |                   |             |     |               |      |       |            |
| N 15 | WHAS | 09/25/23          | 10/01/23        | LN (M-Su)               | CM    | 11-1135p            | MTWTF-S   | :30 | 12                | \$200.00    | P03 | 0.00          | NM   | 12    | \$2,400.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |       |                     |           |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 09/25/23    | 10/01/23        | MTWTF-S                 |       |                     |           |     | 12                | \$200.00    |     | 0.00          |      |       |            |
|      |      |                   |                 | LN (M-Su)               |       |                     |           |     |                   |             |     |               |      |       |            |
| N 16 | WHAS | 09/25/23          | 10/01/23        | ET 7-730p               | CM    | 7-730p              | MTWT---   | :30 | 4                 | \$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: 09/25/23    | 10/01/23        | MTWT---                 |       |                     |           |     | 4                 | \$250.00    |     | 0.00          |      |       |            |
|      |      |                   |                 | ET 7-730p               |       |                     |           |     |                   |             |     |               |      |       |            |
| N 17 | WHAS | 09/25/23          | 10/01/23        | Inside Ed 730-8p        | CM    | 730-8p              | M-WF--    | :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: 09/25/23    | 10/01/23        | M-WF--                  |       |                     |           |     | 3                 | \$250.00    |     | 0.00          |      |       |            |
|      |      |                   |                 | Inside Ed 730-8p        |       |                     |           |     |                   |             |     |               |      |       |            |
| N 25 | WHAS | 09/25/23          | 09/29/23        | Daily Blast Live 3-4p   | CM    | 3-4p                | -T-T---   | :30 | 2                 | \$80.00     | P03 | 0.00          | NM   | 2     | \$160.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |       |                     |           |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|      |      | Week: 09/25/23    | 10/01/23        | -T-T---                 |       |                     |           |     | 2                 | \$80.00     |     | 0.00          |      |       |            |
|      |      |                   |                 | Daily Blast Live 3-4p   |       |                     |           |     |                   |             |     |               |      |       |            |
| N 26 | WHAS | 09/25/23          | 10/01/23        | 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: 09/25/23    | 10/01/23        | -----S-                 |       |                     |           |     | 2                 | \$90.00     |     | 0.00          |      |       |            |
|      |      |                   |                 | Good Morning America Sa |       |                     |           |     |                   |             |     |               |      |       |            |
| N 27 | WHAS | 09/25/23          | 10/01/23        | 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: 09/25/23    | 10/01/23        | -----S                  |       |                     |           |     | 2                 | \$100.00    |     | 0.00          |      |       |            |
|      |      |                   |                 | Good Morning America Su |       |                     |           |     |                   |             |     |               |      |       |            |
| N 29 | WHAS | 09/25/23          | 10/01/23        | 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: 09/25/23    | 10/01/23        | -----S-                 |       |                     |           |     | 2                 | \$90.00     |     | 0.00          |      |       |            |
|      |      |                   |                 | Local News @ 11p Sa     |       |                     |           |     |                   |             |     |               |      |       |            |
| N 31 | WHAS | 09/25/23          | 10/01/23        |                         | CM    | 10-11p              |           | :30 | 1                 | \$475.00    | P03 | 0.00          | NM   | 1     | \$475.00   |

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 Alt Order #:  
 Flight Dates: 09/25/23 - 10/01/23

Advertiser: POL/ Andy Beshear / D / GOV / KY  
 Product Desc:  
 Estimate: 3018

WHAS

| Ln  | Ch   | Start             | End             | Inventory Code           | Break | Start/End Time | Days        | Len | Spots             | Rate        | Pri | Rtg           | Type   | Spots | Amount      |
|-----|------|-------------------|-----------------|--------------------------|-------|----------------|-------------|-----|-------------------|-------------|-----|---------------|--------|-------|-------------|
|     |      |                   |                 | Tue Prime C              |       |                | - 1-----    |     |                   |             |     |               |        |       |             |
|     |      |                   |                 | Tue Prime C              |       |                |             |     |                   |             |     |               |        |       |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |             |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|     |      | Week: 09/25/23    | 10/01/23        | - T-----                 |       |                |             |     | 1                 | \$475.00    |     | 0.00          |        |       |             |
| N33 | WHAS | 09/25/23          | 10/01/23        | The View                 | CM    | 11-12p         | -- W- - - - | :30 | 1                 | \$120.00    | P03 | 0.00          | NM     | 1     | \$120.00    |
|     |      |                   |                 | The View                 |       |                |             |     |                   |             |     |               |        |       |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |             |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|     |      | Week: 09/25/23    | 10/01/23        | -- W- - - -              |       |                |             |     | 1                 | \$120.00    |     | 0.00          |        |       |             |
| N34 | WHAS | 09/25/23          | 10/01/23        | GMA3                     | CM    | 1-2p           | - TWTF- -   | :30 | 4                 | \$50.00     | P04 | 0.00          | NM     | 4     | \$200.00    |
|     |      |                   |                 | Strahan and Sara         |       |                |             |     |                   |             |     |               |        |       |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |             |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|     |      | Week: 09/25/23    | 10/01/23        | - TWTF- -                |       |                |             |     | 4                 | \$50.00     |     | 0.00          |        |       |             |
| N35 | WHAS | 09/25/23          | 10/01/23        | Wed Prime C              | CM    | 10-11p         | -- W- - - - | :30 | 1                 | \$475.00    | P03 | 0.00          | NM     | 1     | \$475.00    |
|     |      |                   |                 | Wed Prime C              |       |                |             |     |                   |             |     |               |        |       |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |             |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|     |      | Week: 09/25/23    | 10/01/23        | -- W- - - -              |       |                |             |     | 1                 | \$475.00    |     | 0.00          |        |       |             |
| N36 | WHAS | 09/25/23          | 10/01/23        | Sun Prime Other 2nd H    | CM    | 6-10p          | - - - - - S | :30 | 2                 | \$300.00    | P04 | 0.00          | NM     | 2     | \$600.00    |
|     |      |                   |                 | Sun Prime Other 2nd Prgm |       |                |             |     |                   |             |     |               |        |       |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |             |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|     |      | Week: 09/25/23    | 10/01/23        | - - - - - S              |       |                |             |     | 2                 | \$300.00    |     | 0.00          |        |       |             |
| N37 | WHAS | 09/25/23          | 09/29/23        | Great Day Live 9-10a     | CM    | 9-10a          | M- - TF- -  | :30 | 3                 | \$40.00     | P04 | 0.00          | NM     | 3     | \$120.00    |
|     |      |                   |                 | Great Day Live 9-10a     |       |                |             |     |                   |             |     |               |        |       |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |             |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|     |      | Week: 09/25/23    | 10/01/23        | M- - TF- -               |       |                |             |     | 3                 | \$40.00     |     | 0.00          |        |       |             |
| N38 | WHAS | 09/25/23          | 10/01/23        | Sun Prime A              | CM    | 7-8p           | - - - - - S | :30 | 1                 | \$300.00    | P04 | 0.00          | NM     | 1     | \$300.00    |
|     |      |                   |                 | Sun Prime A              |       |                |             |     |                   |             |     |               |        |       |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |             |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|     |      | Week: 09/25/23    | 10/01/23        | - - - - - S              |       |                |             |     | 1                 | \$300.00    |     | 0.00          |        |       |             |
| N39 | WHAS | 09/25/23          | 10/01/23        | General Hospital         | CM    | 2-3p           | - T- T- - - | :30 | 2                 | \$70.00     | P04 | 0.00          | NM     | 2     | \$140.00    |
|     |      |                   |                 | General Hospital         |       |                |             |     |                   |             |     |               |        |       |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |             |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|     |      | Week: 09/25/23    | 10/01/23        | - T- T- - -              |       |                |             |     | 2                 | \$70.00     |     | 0.00          |        |       |             |
| N40 | WHAS | 09/25/23          | 09/29/23        | Access Daily 10-11a      | CM    | 10-11a         | - T- - F- - | :30 | 1                 | \$60.00     | P03 | 0.00          | NM     | 1     | \$60.00     |
|     |      |                   |                 | Access Daily 10-11a      |       |                |             |     |                   |             |     |               |        |       |             |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |             |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|     |      | Week: 09/25/23    | 10/01/23        | - T- - F- -              |       |                |             |     | 1                 | \$60.00     |     | 0.00          |        |       |             |
|     |      |                   |                 |                          |       |                |             |     |                   |             |     |               | Totals | 117   | \$20,090.00 |