

ORDER

Orders
Order / Rev: 2754159
 Alt Order #: _____
 Product Desc: _____
 Estimate: 2987
 Flight Dates: 10/23/23 - 10/29/23
 Original Date / Rev: 08/14/23 / 08/14/23
 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 | 10/29/23 | 138 | \$15,140.00 | \$12,869.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|------------|--------------------|--------------------|-------------|
| October 2023 | 138 | \$15,140.00 | \$12,869.00 | 0.00 |
| Totals | 138 | \$15,140.00 | \$12,869.00 | 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% | \$15,140.00 |
| Market | 100% | \$68,818.18 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 78% | \$53,678.18 |
| 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 | 10/23/23 | 10/29/23 | Local News @ 5a M-F | CM | 5-6a | MTWTF-- | :30 | 10 | \$40.00 | P04 | 0.00 | NM | 10 | \$400.00 |
| | | | | 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: 10/23/23 | 10/29/23 | MTWTF-- | | 10 | | | | \$40.00 | | 0.00 | | | |

Order / Rev: 2754159
 Alt Order #:
 Flight Dates: 10/23/23 - 10/29/23

Advertiser: POL/ Andy Beshear / D / GOV / KY
 Product Desc: **WHAS**
 Estimate: 2987

| 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: | | 10/23/23 | 10/29/23 | MTWTF-- | | | | | 10 | \$40.00 | | 0.00 | | | |
| N 2 | WHAS | 10/23/23 | 10/29/23 | Local News @ 6a M-F | CM | 6-7a | MTWTF-- | :30 | 10 | \$80.00 | P04 | 0.00 | NM | 10 | \$800.00 |
| | | | | Local News @ 6a M-F | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 10 | \$80.00 | | 0.00 | | | |
| N 3 | WHAS | 10/23/23 | 10/29/23 | Good Morning America | CM | 7-9a | MTWTF-- | :30 | 15 | \$120.00 | P04 | 0.00 | NM | 15 | \$1,800.00 |
| | | | | Good Morning America | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 15 | \$120.00 | | 0.00 | | | |
| N 9 | WHAS | 10/23/23 | 10/29/23 | Local News @ 12p M-F | CM | 12-1p | MTWTF-- | :30 | 5 | \$50.00 | P04 | 0.00 | NM | 5 | \$250.00 |
| | | | | Local News @ 12p M-F | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 5 | \$50.00 | | 0.00 | | | |
| N 10 | WHAS | 10/23/23 | 10/29/23 | Local News @ 4p M-F | CM | 4-5p | MTWTF-- | :30 | 10 | \$50.00 | P04 | 0.00 | NM | 10 | \$500.00 |
| | | | | Local News @ 4p M-F | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 10 | \$50.00 | | 0.00 | | | |
| N 11 | WHAS | 10/23/23 | 10/29/23 | Local News @ 5p M-F | CM | 5-530p | MTWTF-- | :30 | 10 | \$130.00 | P04 | 0.00 | NM | 10 | \$1,300.00 |
| | | | | Local News @ 5p M-F | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 10 | \$130.00 | | 0.00 | | | |
| N 12 | WHAS | 10/23/23 | 10/29/23 | Local News @ 530p M-F | CM | 530-6p | MTWTF-- | :30 | 10 | \$140.00 | P04 | 0.00 | NM | 10 | \$1,400.00 |
| | | | | Local News @ 530p M-F | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 10 | \$140.00 | | 0.00 | | | |
| N 14 | WHAS | 10/23/23 | 10/29/23 | Local News @ 6p M-F | CM | 6-630p | MTWTF-- | :30 | 10 | \$160.00 | P04 | 0.00 | NM | 10 | \$1,600.00 |
| | | | | Local News @ 6p M-F | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 10 | \$160.00 | | 0.00 | | | |
| N 15 | WHAS | 10/23/23 | 10/29/23 | LN (M-Su) | CM | 11-1135p | MTWTF-S | :30 | 12 | \$120.00 | P04 | 0.00 | NM | 12 | \$1,440.00 |
| | | | | LN (M-Su) | | | | | | | | | | | |
| | | <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 | MTWTF-S | | | | | 12 | \$120.00 | | 0.00 | | | |
| N 16 | WHAS | 10/23/23 | 10/29/23 | ET 7-730p | CM | 7-730p | MTWTF-- | :30 | 5 | \$150.00 | P04 | 0.00 | NM | 5 | \$750.00 |
| | | | | ET 7-730p | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 5 | \$150.00 | | 0.00 | | | |
| N 17 | WHAS | 10/23/23 | 10/29/23 | Inside Ed 730-8p | CM | 730-8p | MTWTF-- | :30 | 5 | \$150.00 | P04 | 0.00 | NM | 5 | \$750.00 |
| | | | | Inside Ed 730-8p | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 5 | \$150.00 | | 0.00 | | | |
| N 25 | WHAS | 10/23/23 | 10/27/23 | Daily Blast Live 3-4p | CM | 3-4p | MTWTF-- | :30 | 4 | \$40.00 | P04 | 0.00 | NM | 4 | \$160.00 |
| | | | | Daily Blast Live 3-4p | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 4 | \$40.00 | | 0.00 | | | |
| N 26 | WHAS | 10/23/23 | 10/29/23 | Good Morning America Sa | CM | 7-9a | -----S- | :30 | 2 | \$55.00 | P04 | 0.00 | NM | 2 | \$110.00 |
| | | | | Good Morning America Sa | | | | | | | | | | | |
| | | <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- | | | | | 2 | \$55.00 | | 0.00 | | | |
| N 27 | WHAS | 10/23/23 | 10/29/23 | Good Morning America Su | CM | 8-9a | -----S | :30 | 2 | \$60.00 | P04 | 0.00 | NM | 2 | \$120.00 |
| | | | | Good Morning America Su | | | | | | | | | | | |
| | | <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 | | | | | 2 | \$60.00 | | 0.00 | | | |
| N 28 | WHAS | 10/23/23 | 10/29/23 | Jimmy Kimmel | CM | 1135p-1237a | MTWTF-- | :30 | 5 | \$30.00 | P04 | 0.00 | NM | 5 | \$150.00 |
| | | | | Jimmy Kimmel | | | | | | | | | | | |
| | | <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 | MTWTF-- | | | | | 5 | \$30.00 | | 0.00 | | | |
| N 29 | WHAS | 10/23/23 | 10/29/23 | | CM | 11-1135p | | :30 | 2 | \$90.00 | P04 | 0.00 | NM | 2 | \$180.00 |

Order / Rev: 2754159
 Alt Order #:
 Flight Dates: 10/23/23 - 10/29/23

Advertiser: POL/ Andy Beshear / D / GOV / KY
 Product Desc:
 Estimate: 2987

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: | | 10/23/23 | 10/29/23 | -----S- | | 2 | | \$90.00 | | 0.00 | | | | | |
| N30 | WHAS | 10/23/23 | 10/29/23 | Tue Prime C | CM | 10-11p | -T----- | :30 | 1 | \$250.00 | P04 | 0.00 | NM | 1 | \$250.00 |
| | | | | 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: | | 10/23/23 | 10/29/23 | -T----- | | 1 | | \$250.00 | | 0.00 | | | | | |
| N31 | WHAS | 10/23/23 | 10/29/23 | Wed Prime C | CM | 10-11p | --W---- | :30 | 1 | \$300.00 | P04 | 0.00 | NM | 1 | \$300.00 |
| | | | | 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: | | 10/23/23 | 10/29/23 | --W---- | | 1 | | \$300.00 | | 0.00 | | | | | |
| N32 | WHAS | 10/23/23 | 10/29/23 | Thu Prime A | CM | 8-9p | ---T--- | :30 | 1 | \$500.00 | P04 | 0.00 | NM | 1 | \$500.00 |
| | | | | Thu Prime A | | | | | | | | | | | |
| | | <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 | ---T--- | | 1 | | \$500.00 | | 0.00 | | | | | |
| N33 | WHAS | 10/23/23 | 10/29/23 | The View | CM | 11-12p | MTWTF-- | :30 | 5 | \$60.00 | P04 | 0.00 | NM | 5 | \$300.00 |
| | | | | The View | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/23/23 | 10/29/23 | MTWTF-- | | 5 | | \$60.00 | | 0.00 | | | | | |
| N34 | WHAS | 10/23/23 | 10/29/23 | GMA3 | CM | 1-2p | MTWTF-- | :30 | 5 | \$50.00 | P04 | 0.00 | NM | 5 | \$250.00 |
| | | | | 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: | | 10/23/23 | 10/29/23 | MTWTF-- | | 5 | | \$50.00 | | 0.00 | | | | | |
| N35 | WHAS | 10/23/23 | 10/29/23 | Fri Prime Other | CM | 8-11p | ----F-- | :30 | 1 | \$250.00 | P04 | 0.00 | NM | 1 | \$250.00 |
| | | | | Fri Prime Other | | | | | | | | | | | |
| | | <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 | ----F-- | | 1 | | \$250.00 | | 0.00 | | | | | |
| N37 | WHAS | 10/23/23 | 10/29/23 | NCAA FB Daytime Late GM | | 330-7p | -----SS | :30 | 1 | \$300.00 | P04 | 0.00 | NM | 1 | \$300.00 |
| | | | | NCAA Football Game 2 | | | | | | | | | | | |
| | | <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 | -----SS | | 1 | | \$300.00 | | 0.00 | | | | | |
| N38 | WHAS | 10/23/23 | 10/29/23 | NCAA Football Prime | CM | 8-1130p | -----S- | :30 | 1 | \$300.00 | P04 | 0.00 | NM | 1 | \$300.00 |
| | | | | NCAA Football Prime | | | | | | | | | | | |
| | | <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 | | | | | |
| N39 | WHAS | 10/23/23 | 10/29/23 | Mon Prime Other | CM | 8-11p | M----- | :30 | 1 | \$500.00 | P03 | 0.00 | NM | 1 | \$500.00 |
| | | | | Mon Prime Other | | | | | | | | | | | |
| | | <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 | M----- | | 1 | | \$500.00 | | 0.00 | | | | | |
| N40 | WHAS | 10/23/23 | 10/29/23 | 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: | | 10/23/23 | 10/29/23 | -----S | | 1 | | \$300.00 | | 0.00 | | | | | |
| N41 | WHAS | 10/23/23 | 10/29/23 | Great Day Live 9-10a | CM | 9-10a | --W---- | :30 | 1 | \$40.00 | P04 | 0.00 | NM | 1 | \$40.00 |
| | | | | 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: | | 10/23/23 | 10/29/23 | --W---- | | 1 | | \$40.00 | | 0.00 | | | | | |
| N42 | WHAS | 10/23/23 | 10/29/23 | 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: | | 10/23/23 | 10/29/23 | -T-T--- | | 2 | | \$70.00 | | 0.00 | | | | | |

Totals 138 \$15,140.00