

ORDER

Orders
Order / Rev: 2756304
 Alt Order #: _____
 Product Desc: _____
 Estimate: 2991
 Flight Dates: 08/28/23 - 09/03/23
 Original Date / Rev: 08/17/23 / 08/17/23
 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	09/03/23	117	\$20,801.00	\$17,680.85

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	117	\$20,801.00	\$17,680.85	0.00
Totals	117	\$20,801.00	\$17,680.85	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%	\$20,801.00
Market	100%	\$94,550.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$73,749.00
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	08/28/23	09/03/23	Local News @ 5a M-F	CM	5-6a	MTWTF--	:30	11	\$80.00	P03	0.00	NM	11	\$880.00
				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: 08/28/23	09/03/23	MTWTF--		11				\$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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/28/23	09/03/23	MTWTF--		11				\$80.00		0.00			
N 2	WHAS	08/28/23	09/03/23	Local News @ 6a M-F 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: 08/28/23	09/03/23	MTWTF--		10				\$150.00		0.00			
N 3	WHAS	08/28/23	09/03/23	Good Morning America 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: 08/28/23	09/03/23	MTWTF--		15				\$200.00		0.00			
N 9	WHAS	08/28/23	09/03/23	Local News @ 12p M-F Local News @ 12p M-F	CM	11:58 AM-12:30 PM (11:58 AM-12:30 PM)	PI-TW-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: 08/28/23	09/03/23	-TW-F--		3				\$90.00		0.00			
N 10	WHAS	08/28/23	09/03/23	Local News @ 4p M-F Local News @ 4p M-F	CM	4-5p	MTWTF--	:30	12	\$100.00	P03	0.00	NM	12	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/28/23	09/03/23	MTWTF--		12				\$100.00		0.00			
N 11	WHAS	08/28/23	09/03/23	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	10	\$200.00	P03	0.00	NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/28/23	09/03/23	MTWTF--		10				\$200.00		0.00			
N 12	WHAS	08/28/23	09/03/23	Local News @ 530p M-F 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: 08/28/23	09/03/23	MTWTF--		10				\$225.00		0.00			
N 14	WHAS	08/28/23	09/03/23	Local News @ 6p M-F 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: 08/28/23	09/03/23	MTWTF--		10				\$250.00		0.00			
N 15	WHAS	08/28/23	09/03/23	LN (M-Su) 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: 08/28/23	09/03/23	MTWTF-S		12				\$200.00		0.00			
N 16	WHAS	08/28/23	09/03/23	ET 7-730p ET 7-730p	CM	7-730p	MTWTF--	:30	5	\$250.00	P03	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/28/23	09/03/23	MTWTF--		5				\$250.00		0.00			
N 17	WHAS	08/28/23	09/03/23	Inside Ed 730-8p Inside Ed 730-8p	CM	730-8p	MTWTF--	:30	5	\$250.00	P03	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/28/23	09/03/23	MTWTF--		5				\$250.00		0.00			
N 25	WHAS	08/28/23	09/01/23	Daily Blast Live 3-4p Daily Blast Live 3-4p	CM	3-4p	MTWTF--	:30	5	\$80.00	P03	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/28/23	09/03/23	MTWTF--		5				\$80.00		0.00			
N 26	WHAS	08/28/23	09/03/23	Good Morning America Sa Good Morning America Sa	CM	7-9a	-----S-	:30	1	\$91.00	P03	0.00	NM	1	\$91.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/28/23	09/03/23	-----S-		1				\$91.00		0.00			
N 27	WHAS	08/28/23	09/03/23	Good Morning America Su Good Morning America Su	CM	8-9a	-----S	:30	1	\$100.00	P03	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/28/23	09/03/23	-----S		1				\$100.00		0.00			
N 29	WHAS	08/28/23	09/03/23	Local News @ 11p Sa Local News @ 11p Sa	CM	11-1135p	-----S-	:30	2	\$200.00	P03	0.00	NM	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: 08/28/23	09/03/23	-----S-		2				\$200.00		0.00			
N 30	WHAS	08/28/23	09/03/23		CM	8-9p		:30	1	\$475.00	P03	0.00	NM	1	\$475.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Wed Prime A			--W----								
				Wed Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/28/23	09/03/23	--W----	1	\$475.00	0.00								
N31	WHAS	08/28/23	09/03/23	Thu Prime B	CM	9-10p	---T---	:30	1	\$475.00	P03	0.00	NM	1	\$475.00
				Thu Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/28/23	09/03/23	---T---	1	\$475.00	0.00								
N33	WHAS	08/28/23	09/03/23	The View	CM	11-12p	MTW----	:30	3	\$120.00	P03	0.00	NM	3	\$360.00
				The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		08/28/23	09/03/23	MTW----	3	\$120.00	0.00								
													Totals	117	\$20,801.00