

ORDER

Orders
Order / Rev: 2761321
 Alt Order #: _____
 Product Desc: _____
 Estimate: 2999
 Flight Dates: 09/11/23 - 09/17/23
 Original Date / Rev: 08/30/23 / 08/30/23
 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	09/17/23	110	\$17,580.00	\$14,943.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	110	\$17,580.00	\$14,943.00	0.00
Totals	110	\$17,580.00	\$14,943.00	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%	\$17,580.00
Market	100%	\$79,909.09

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$62,329.09
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	09/11/23	09/17/23	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: 09/11/23	09/17/23	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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	MTWTF--		10				\$80.00		0.00			
N 2	WHAS	09/11/23	09/17/23	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: 09/11/23	09/17/23	MTWTF--		10				\$150.00		0.00			
N 3	WHAS	09/11/23	09/17/23	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: 09/11/23	09/17/23	MTWTF--		15				\$200.00		0.00			
N 9	WHAS	09/11/23	09/17/23	Local News @ 12p M-F	CM	11:58 AM-12:30 PM	--W-F--	: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: 09/11/23	09/17/23	--W-F--		2				\$90.00		0.00			
N 10	WHAS	09/11/23	09/17/23	Local News @ 4p M-F	CM	4-5p	MTWTF--	:30	8	\$100.00	P03	0.00	NM	8	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	MTWTF--		8				\$100.00		0.00			
N 11	WHAS	09/11/23	09/17/23	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: 09/11/23	09/17/23	MTWTF--		8				\$200.00		0.00			
N 12	WHAS	09/11/23	09/17/23	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: 09/11/23	09/17/23	MTWTF--		10				\$225.00		0.00			
N 14	WHAS	09/11/23	09/17/23	Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	9	\$250.00	P03	0.00	NM	9	\$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: 09/11/23	09/17/23	MTWTF--		9				\$250.00		0.00			
N 15	WHAS	09/11/23	09/17/23	LN (M-Su)	CM	11-1135p	MTWTF-S	:30	12	\$120.00	P04	0.00	NM	12	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	MTWTF-S		12				\$120.00		0.00			
N 16	WHAS	09/11/23	09/17/23	ET 7-730p	CM	7-730p	MTW----	:30	3	\$150.00	P04	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	MTW----		3				\$150.00		0.00			
N 17	WHAS	09/11/23	09/17/23	Inside Ed 730-8p	CM	730-8p	M-WTF--	: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: 09/11/23	09/17/23	M-WTF--		4				\$250.00		0.00			
N 25	WHAS	09/11/23	09/15/23	Daily Blast Live 3-4p	CM	3-4p	-TWT---	:30	3	\$40.00	P04	0.00	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	-TWT---		3				\$40.00		0.00			
N 26	WHAS	09/11/23	09/17/23	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: 09/11/23	09/17/23	-----S-		2				\$90.00		0.00			
N 27	WHAS	09/11/23	09/17/23	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: 09/11/23	09/17/23	-----S		1				\$100.00		0.00			
N 29	WHAS	09/11/23	09/17/23	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: 09/11/23	09/17/23	-----S-		2				\$90.00		0.00			
N 31	WHAS	09/11/23	09/17/23		CM	10-11p		:30	1	\$300.00	P04	0.00	NM	1	\$300.00

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WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Wed Prime C			--W----								
				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:		09/11/23	09/17/23	--W----	1	\$300.00	0.00								
N33	WHAS	09/11/23	09/17/23	The View	CM	11-12p	MT-T---	:30	3	\$60.00	P04	0.00	NM	3	\$180.00
				The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/11/23	09/17/23	MT-T---	3	\$60.00	0.00								
N34	WHAS	09/11/23	09/17/23	GMA3	CM	1-2p	-T-TF--	:30	3	\$90.00	P03	0.00	NM	3	\$270.00
				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:		09/11/23	09/17/23	-T-TF--	3	\$90.00	0.00								
N35	WHAS	09/11/23	09/17/23	Fri Prime A	CM	8-9p	----F--	:30	1	\$300.00	P04	0.00	NM	1	\$300.00
				Fri Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/11/23	09/17/23	----F--	1	\$300.00	0.00								
N36	WHAS	09/11/23	09/17/23	Sun Prime B	CM	8-9p	-----S	:30	1	\$600.00	P03	0.00	NM	1	\$600.00
				Sun Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/11/23	09/17/23	-----S	1	\$600.00	0.00								
N37	WHAS	09/11/23	09/15/23	Great Day Live 9-10a	CM	9-10a	MTWTF--	:30	2	\$40.00	P04	0.00	NM	2	\$80.00
				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:		09/11/23	09/17/23	MTWTF--	2	\$40.00	0.00								
													Totals	110	\$17,580.00