

# ORDER

**Orders**  
**Order / Rev:** 2707038  
 Alt Order #: \_\_\_\_\_  
 Product Desc: \_\_\_\_\_  
 Estimate: 2933  
 Flight Dates: 05/29/23 - 06/04/23  
 Original Date / Rev: 05/24/23 / 05/24/23  
 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
05/29/23	06/04/23	90	\$15,531.00	\$13,201.35

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
June 2023	90	\$15,531.00	\$13,201.35	0.00
<b>Totals</b>	<b>90</b>	<b>\$15,531.00</b>	<b>\$13,201.35</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%	\$15,531.00
Market	100%	\$70,595.45

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$55,064.45
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	05/29/23	06/04/23	Local News @ 5a M-F	CM	5-6a	- TWTF - -	:30	8	\$80.00	P03	0.00	NM	8	\$640.00
				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: 05/29/23	06/04/23	- TWTF - -		8		\$80.00		0.00					

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 Product Desc: **WHAS**  
 Estimate: 2933

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:		05/29/23	06/04/23	- TWTF - -					8	\$80.00		0.00			
N 2	WHAS	05/29/23	06/04/23	Local News @ 6a M-F	CM	6-7a	- TWTF - -	:30	8	\$150.00	P03	0.00	NM	8	\$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:		05/29/23	06/04/23	- TWTF - -					8	\$150.00		0.00			
N 3	WHAS	05/29/23	06/04/23	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:		05/29/23	06/04/23	MTWTF - -					15	\$200.00		0.00			
N 4	WHAS	05/29/23	06/04/23	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:		05/29/23	06/04/23	- - - - - S -					2	\$90.00		0.00			
N 6	WHAS	05/29/23	06/04/23	The View	CM	11-12p	- - W - - - -	:30	1	\$120.00	P03	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/29/23	06/04/23	- - W - - - -					1	\$120.00		0.00			
N 9	WHAS	05/29/23	06/04/23	Local News @ 12p M-F	CM	12-1p	- TWTF - -	:30	4	\$90.00	P03	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/29/23	06/04/23	- TWTF - -					4	\$90.00		0.00			
N 10	WHAS	05/29/23	06/04/23	Local News @ 4p M-F	CM	4-5p	- TWTF - -	: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:		05/29/23	06/04/23	- TWTF - -					8	\$100.00		0.00			
N 11	WHAS	05/29/23	06/04/23	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:		05/29/23	06/04/23	MTWTF - -					8	\$200.00		0.00			
N 12	WHAS	05/29/23	06/04/23	Local News @ 530p M-F	CM	530-6p	MTWTF - -	:30	8	\$225.00	P03	0.00	NM	8	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/29/23	06/04/23	MTWTF - -					8	\$225.00		0.00			
N 14	WHAS	05/29/23	06/04/23	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:		05/29/23	06/04/23	MTWTF - -					9	\$250.00		0.00			
N 15	WHAS	05/29/23	06/04/23	Local News @ 11p M-F	CM	11-1135p	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:		05/29/23	06/04/23	MTWTF - -					10	\$200.00		0.00			
N 16	WHAS	05/29/23	06/04/23	ET 7-730p	CM	7-730p	- T - T - - -	:30	2	\$250.00	P03	0.00	NM	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:		05/29/23	06/04/23	- T - T - - -					2	\$250.00		0.00			
N 17	WHAS	05/29/23	06/04/23	Inside Ed 730-8p	CM	730-8p	- - W - F - -	:30	2	\$250.00	P03	0.00	NM	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:		05/29/23	06/04/23	- - W - F - -					2	\$250.00		0.00			
N 18	WHAS	06/04/23	06/04/23	Local News @ 11p Su	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:		05/29/23	06/04/23	- - - - - S					2	\$200.00		0.00			
N 19	WHAS	05/29/23	06/02/23	Nightline	CM	1237-106a	MTWTF - -	: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:		05/29/23	06/04/23	MTWTF - -					1	\$40.00		0.00			
N 20	WHAS	05/29/23	06/04/23		CM	2-3p		:30	1	\$125.00	P03	0.00	NM	1	\$125.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				General Hospital			----F--								
				General Hospital											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/29/23	06/04/23	----F--	1	\$125.00	0.00								
N21	WHAS	05/29/23	06/02/23	iCrimes 105-135a	CM	105-135a	-TWTF--	:30	1	\$16.00	P03	0.00	NM	1	\$16.00
				105-135a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/29/23	06/04/23	-TWTF--	1	\$16.00	0.00								
													Totals	90	\$15,531.00