

ORDER

Orders
Order / Rev: 2738133
 Alt Order #: _____
 Product Desc: _____
 Estimate: 2960
 Flight Dates: 07/10/23 - 07/16/23
 Original Date / Rev: 07/05/23 / 07/05/23
 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 |
|------------|----------|---------|--------------|-------------|
| 06/26/23 | 07/16/23 | 81 | \$13,701.00 | \$11,645.85 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| July 2023 | 81 | \$13,701.00 | \$11,645.85 | 0.00 |
| Totals | 81 | \$13,701.00 | \$11,645.85 | 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% | \$13,701.00 |
| Market | 100% | \$62,277.27 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 78% | \$48,576.27 |
| 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 | 07/10/23 | 07/16/23 | Local News @ 5a M-F | CM | 5-6a | MTWTF-- | :30 | 9 | \$80.00 | P03 | 0.00 | NM | 9 | \$720.00 |
| | | | | 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: 07/10/23 | 07/16/23 | MTWTF-- | | 9 | | | | \$80.00 | | 0.00 | | | |

Order / Rev: 2738133
 Alt Order #:
 Flight Dates: 07/10/23 - 07/16/23

Advertiser: POL/ Andy Beshear / D / GOV / KY
 Product Desc:
 Estimate: 2960

WHAS

| 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: 07/10/23 | 07/16/23 | MTWTF-- | | 9 | | | | \$80.00 | | 0.00 | | | |
| N 2 | WHAS | 07/10/23 | 07/16/23 | Local News @ 6a M-F Local News @ 6a M-F | CM | 6-7a | MTWTF-- | :30 | 5 | \$150.00 | P03 | 0.00 | NM | 5 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/10/23 | 07/16/23 | MTWTF-- | | 5 | | | | \$150.00 | | 0.00 | | | |
| N 3 | WHAS | 07/10/23 | 07/16/23 | Good Morning America Good Morning America | CM | 7-9a | 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: 07/10/23 | 07/16/23 | MTWTF-- | | 10 | | | | \$200.00 | | 0.00 | | | |
| N 9 | WHAS | 07/10/23 | 07/16/23 | Local News @ 12p M-F Local News @ 12p M-F | CM | 12-1p | M-WTF-- | :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: 07/10/23 | 07/16/23 | M-WTF-- | | 4 | | | | \$90.00 | | 0.00 | | | |
| N 10 | WHAS | 07/10/23 | 07/16/23 | Local News @ 4p M-F Local News @ 4p M-F | CM | 4-5p | MTWTF-- | :30 | 10 | \$100.00 | P03 | 0.00 | NM | 10 | \$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: 07/10/23 | 07/16/23 | MTWTF-- | | 10 | | | | \$100.00 | | 0.00 | | | |
| N 11 | WHAS | 07/10/23 | 07/16/23 | Local News @ 5p M-F Local News @ 5p M-F | CM | 5-530p | MTWTF-- | :30 | 6 | \$200.00 | P03 | 0.00 | NM | 6 | \$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: 07/10/23 | 07/16/23 | MTWTF-- | | 6 | | | | \$200.00 | | 0.00 | | | |
| N 12 | WHAS | 07/10/23 | 07/16/23 | Local News @ 530p M-F Local News @ 530p M-F | CM | 530-6p | MTWTF-- | :30 | 5 | \$225.00 | P03 | 0.00 | NM | 5 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/10/23 | 07/16/23 | MTWTF-- | | 5 | | | | \$225.00 | | 0.00 | | | |
| N 14 | WHAS | 07/10/23 | 07/16/23 | 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: 07/10/23 | 07/16/23 | MTWTF-- | | 10 | | | | \$250.00 | | 0.00 | | | |
| N 15 | WHAS | 07/10/23 | 07/16/23 | 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: 07/10/23 | 07/16/23 | MTWTF-S | | 12 | | | | \$200.00 | | 0.00 | | | |
| N 16 | WHAS | 07/10/23 | 07/16/23 | ET 7-730p ET 7-730p | CM | 7-730p | 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: 07/10/23 | 07/16/23 | M-WF-- | | 3 | | | | \$250.00 | | 0.00 | | | |
| N 17 | WHAS | 07/10/23 | 07/16/23 | Inside Ed 730-8p Inside Ed 730-8p | CM | 730-8p | -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: 07/10/23 | 07/16/23 | -T-T--- | | 2 | | | | \$250.00 | | 0.00 | | | |
| N 25 | WHAS | 07/10/23 | 07/14/23 | Daily Blast Live 3-4p 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: 07/10/23 | 07/16/23 | -T-T--- | | 2 | | | | \$80.00 | | 0.00 | | | |
| N 26 | WHAS | 07/10/23 | 07/16/23 | Good Morning America Sa Good Morning America Sa | CM | 7-9a | -----S- | :30 | 1 | \$90.00 | P03 | 0.00 | NM | 1 | \$90.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/10/23 | 07/16/23 | -----S- | | 1 | | | | \$90.00 | | 0.00 | | | |
| N 27 | WHAS | 07/10/23 | 07/16/23 | 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: 07/10/23 | 07/16/23 | -----S | | 1 | | | | \$100.00 | | 0.00 | | | |
| N 28 | WHAS | 07/10/23 | 07/16/23 | Nightline Nightline | CM | 1237-106a | MTWTF-- | :30 | 1 | \$46.00 | P03 | 0.00 | NM | 1 | \$46.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 07/10/23 | 07/16/23 | MTWTF-- | | 1 | | | | \$46.00 | | 0.00 | | | |

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Advertiser: POL/ Andy Beshear / D / GOV / KY
 Product Desc: _____
 Estimate: 2960

WHAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|-----|--------|-------|-------------|
| | | | | | | | | | | | | | Totals | 81 | \$13,701.00 |