

# ORDER

**Orders**  
**Order / Rev:** 2738148  
 Alt Order #: \_\_\_\_\_  
 Product Desc: \_\_\_\_\_  
 Estimate: 2962  
 Flight Dates: 07/17/23 - 07/23/23  
 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   | 07/23/23 | 81      | \$13,591.00  | \$11,552.35 |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| July 2023     | 81        | \$13,591.00        | \$11,552.35        | 0.00        |
| <b>Totals</b> | <b>81</b> | <b>\$13,591.00</b> | <b>\$11,552.35</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%   | \$13,591.00 |
| Market | 100%  | \$61,777.27 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| CABLE | 0%    | \$0.00      |
| UNKWN | 78%   | \$48,186.27 |
| 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 | 07/17/23          | 07/23/23        | 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: 07/17/23    | 07/23/23        | MTWTF--             |       | 9                 |         |     |       | \$80.00     |     | 0.00          |      |       |          |



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**WHAS**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots  | Amount |             |
|----|----|-------|-----|----------------|-------|----------------|------|-----|-------|------|-----|----------|--------|--------|-------------|
|    |    |       |     |                |       |                |      |     |       |      |     |          | Totals | 81     | \$13,591.00 |