

# ORDER

**Orders**  
**Order / Rev:** 2745495  
 Alt Order #: \_\_\_\_\_  
 Product Desc: \_\_\_\_\_  
 Estimate: 2970  
 Flight Dates: 07/31/23 - 08/06/23  
 Original Date / Rev: 07/21/23 / 07/21/23  
 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
07/31/23	08/06/23	98	\$16,741.00	\$14,229.85

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2023	98	\$16,741.00	\$14,229.85	0.00
<b>Totals</b>	<b>98</b>	<b>\$16,741.00</b>	<b>\$14,229.85</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%	\$16,741.00
Market	100%	\$76,095.45

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	78%	\$59,354.45
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	07/31/23	08/06/23	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: 07/31/23	08/06/23	MTWTF--		10				\$80.00		0.00			

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N 2	WHAS	07/31/23	08/06/23	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: 07/31/23	08/06/23	MTWTF--					10	\$150.00		0.00			
N 3	WHAS	07/31/23	08/06/23	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: 07/31/23	08/06/23	MTWTF--					15	\$200.00		0.00			
N 9	WHAS	07/31/23	08/06/23	Local News @ 12p M-F	CM	12-1p	M--T---	: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: 07/31/23	08/06/23	M--T---					2	\$90.00		0.00			
N 10	WHAS	07/31/23	08/06/23	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: 07/31/23	08/06/23	MTWTF--					10	\$100.00		0.00			
N 11	WHAS	07/31/23	08/06/23	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: 07/31/23	08/06/23	MTWTF--					8	\$200.00		0.00			
N 12	WHAS	07/31/23	08/06/23	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: 07/31/23	08/06/23	MTWTF--					5	\$225.00		0.00			
N 14	WHAS	07/31/23	08/06/23	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: 07/31/23	08/06/23	MTWTF--					10	\$250.00		0.00			
N 15	WHAS	07/31/23	08/06/23	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: 07/31/23	08/06/23	MTWTF-S					12	\$200.00		0.00			
N 16	WHAS	07/31/23	08/06/23	ET 7-730p	CM	7-730p	M-WT---	: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: 07/31/23	08/06/23	M-WT---					3	\$250.00		0.00			
N 17	WHAS	07/31/23	08/06/23	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: 07/31/23	08/06/23	MTWTF--					5	\$250.00		0.00			
N 25	WHAS	07/31/23	08/04/23	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: 07/31/23	08/06/23	MTWTF--					5	\$80.00		0.00			
N 26	WHAS	07/31/23	08/06/23	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: 07/31/23	08/06/23	-----S-					1	\$90.00		0.00			
N 27	WHAS	07/31/23	08/06/23	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: 07/31/23	08/06/23	-----S					1	\$100.00		0.00			
N 28	WHAS	07/31/23	08/06/23	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: 07/31/23	08/06/23	MTWTF--					1	\$46.00		0.00			

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