

ORDER

Orders
Order / Rev: 2757077
Alt Order #: WOC14244131
Product Desc: KY Gov
Estimate: 4416
Flight Dates: 08/22/23 - 09/04/23
Original Date / Rev: 08/21/23 / 08/21/23
Order Type: General

WHAS
Primary AE: Taylor Fritsch
Sales Office: TSWAS
Sales Region: NAT

Agency
Name: Flexpoint Media / POL
Buying Contact: _____
Billing Contact: _____
P.O. Box 1051
New Albany, OH 43054

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/ Daniel Cameron / R / Governor /
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: M214806
Agency External ID: 39475AG
Unit Code: General
Order Separation: 00:15:00

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/31/23 | 08/27/23 | 27 | \$4,000.00 | \$3,400.00 |
| 08/28/23 | 09/04/23 | 29 | \$4,475.00 | \$3,803.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|-------------------|-------------------|-------------|
| August 2023 | 27 | \$4,000.00 | \$3,400.00 | 0.00 |
| September 2023 | 29 | \$4,475.00 | \$3,803.75 | 0.00 |
| Totals | 56 | \$8,475.00 | \$7,203.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Taylor Fritsch | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| WHAS | 12% | \$8,475.00 |
| Market | 100% | \$70,625.00 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 88% | \$62,150.00 |
| 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 | 08/22/23 | 09/01/23 | Local News @ 5a M-F GMK @ 530A | CM | 5:30 AM-6:00 AM (5:30 AM-6:00 AM) | 11111-- | :30 | 5 | \$80.00 | P03 | 0.00 | NM | 9 | \$720.00 |

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Advertiser: POL/ Daniel Cameron / R / Governor / K'
 Product Desc: KY Gov
 Estimate: 4416
WHAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|--------------------|-----------------|---|-------|--|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| N 2 | WHAS | 08/22/23 | 08/30/23 | Local News @ 6a M-F GMK @ 6A | CM | 5:56 AM-6:30 AM (5:56 AM-6:30 AM) | 11-1--- | :30 | 3 | \$150.00 | P03 | 0.00 | NM | 4 | \$600.00 |
| | | 1284033 Index: 103 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/22/23 | 08/28/23 | 11111-- | | 5 | | | | \$80.00 | | 0.00 | | | |
| | | Week: 08/29/23 | 09/04/23 | -1111-- | | 4 | | | | \$80.00 | | 0.00 | | | |
| N 3 | WHAS | 08/22/23 | 08/31/23 | Local News @ 6a M-F GMK @ 630A | CM | 6:30 AM-7:00 AM (6:30 AM-7:00 AM) | --1---- | :30 | 1 | \$150.00 | P03 | 0.00 | NM | 3 | \$450.00 |
| | | 1284033 Index: 103 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/22/23 | 08/28/23 | 11-1--- | | 3 | | | | \$150.00 | | 0.00 | | | |
| | | Week: 08/29/23 | 09/04/23 | --1---- | | 1 | | | | \$150.00 | | 0.00 | | | |
| N 4 | WHAS | 08/22/23 | 08/26/23 | Local News @ 6a Sa GMK WEEKEND 6-7A | CM | | -----1- | :30 | 1 | \$40.00 | P03 | 0.00 | NM | 1 | \$40.00 |
| | | 1284033 Index: 103 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/21/23 | 08/27/23 | -----1- | | 1 | | | | \$40.00 | | 0.00 | | | |
| N 5 | WHAS | 08/22/23 | 08/27/23 | ROS EM (Su) 6-8a GMK WEEKEND 6-8A | CM | | -----1 | :30 | 1 | \$30.00 | P03 | 0.00 | NM | 1 | \$30.00 |
| | | 1284033 Index: 102 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/21/23 | 08/27/23 | -----1 | | 1 | | | | \$30.00 | | 0.00 | | | |
| N 6 | WHAS | 08/22/23 | 09/01/23 | Local News @ 12p M-F WHAS11 NEWS AT NOON | CM | 12:00 PM-12:30 PM (12:00 PM-12:30 PM) | 11-1--- | :30 | 3 | \$90.00 | P03 | 0.00 | NM | 5 | \$450.00 |
| | | 1284033 Index: 101 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/22/23 | 08/28/23 | 11-1--- | | 3 | | | | \$90.00 | | 0.00 | | | |
| | | Week: 08/29/23 | 09/04/23 | --1-1-- | | 2 | | | | \$90.00 | | 0.00 | | | |
| N 7 | WHAS | 08/22/23 | 08/31/23 | Local News @ 12p M-F WHAS11 NEWS AT 1230P | CM | 12:30 PM-1:00 PM (12:30 PM-1:00 PM) | --1-1-- | :30 | 2 | \$90.00 | P03 | 0.00 | NM | 4 | \$360.00 |
| | | 1284033 Index: 101 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/22/23 | 08/28/23 | --1-1-- | | 2 | | | | \$90.00 | | 0.00 | | | |
| | | Week: 08/29/23 | 09/04/23 | -1-1--- | | 2 | | | | \$90.00 | | 0.00 | | | |
| N 8 | WHAS | 08/22/23 | 08/30/23 | Local News @ 4p M-F WHAS11 NEWS @ 4P | CM | 4-5p | 11-1--- | :30 | 3 | \$100.00 | P03 | 0.00 | NM | 4 | \$400.00 |
| | | 1284033 Index: 100 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/22/23 | 08/28/23 | 11-1--- | | 3 | | | | \$100.00 | | 0.00 | | | |
| | | Week: 08/29/23 | 09/04/23 | --1---- | | 1 | | | | \$100.00 | | 0.00 | | | |
| N 9 | WHAS | 08/22/23 | 08/31/23 | Local News @ 4p M-F WHAS11 NEWS @ 430P | CM | 4-5p | --1-1-- | :30 | 2 | \$100.00 | P03 | 0.00 | NM | 4 | \$400.00 |
| | | 1284033 Index: 100 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/22/23 | 08/28/23 | --1-1-- | | 2 | | | | \$100.00 | | 0.00 | | | |
| | | Week: 08/29/23 | 09/04/23 | -1-1--- | | 2 | | | | \$100.00 | | 0.00 | | | |
| N 10 | WHAS | 08/22/23 | 09/04/23 | Local News @ 530p M-FCM WHAS11 NEWS @ 530P | CM | 530-6p | --1-1-- | :30 | 2 | \$225.00 | P03 | 0.00 | NM | 5 | \$1,125.00 |
| | | 1284033 Index: 103 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/22/23 | 08/28/23 | --1-1-- | | 2 | | | | \$225.00 | | 0.00 | | | |
| | | Week: 08/29/23 | 09/04/23 | 11-1--- | | 3 | | | | \$225.00 | | 0.00 | | | |
| N 11 | WHAS | 08/22/23 | 08/31/23 | Local News @ 6p M-F WHAS11 NEWS @ 6p | CM | 6-630p | 11111-- | :30 | 5 | \$250.00 | P03 | 0.00 | NM | 8 | \$2,000.00 |
| | | 1284033 Index: 101 | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 08/22/23 | 08/28/23 | 11111-- | | 5 | | | | \$250.00 | | 0.00 | | | |
| | | Week: 08/29/23 | 09/04/23 | -111--- | | 3 | | | | \$250.00 | | 0.00 | | | |
| N 12 | WHAS | 08/22/23 | 08/30/23 | | CM | 7-730p | 11-1--- | :30 | 3 | \$250.00 | P03 | 0.00 | NM | 4 | \$1,000.00 |

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Advertiser: POL/ Daniel Cameron / R / Governor / K'
 Product Desc: KY Gov
 Estimate: 4416
WHAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--------------------------|-------|----------------|-------------------|-----|-------|-------------|-----|------|---------------|-------|------------|
| | | | | ET 7-730p | | | | | | | | | | | |
| | | | | ENTERTAINMENT TONIGHT | | | | | | | | | | | |
| | | | | 1284033 Index: 102 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 08/22/23 | 08/28/23 | 11-1--- | | | 3 | | | \$250.00 | | | 0.00 | | |
| Week: | | 08/29/23 | 09/04/23 | --1---- | | | 1 | | | \$250.00 | | | 0.00 | | |
| N 13 | WHAS | 08/22/23 | 08/29/23 | Inside Ed 730-8p | CM | 730-8p | --1---- | :30 | 1 | \$250.00 | P03 | 0.00 | NM | 2 | \$500.00 |
| | | | | INSIDE EDITION | | | | | | | | | | | |
| | | | | 1284033 Index: 103 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 08/22/23 | 08/28/23 | --1---- | | | 1 | | | \$250.00 | | | 0.00 | | |
| Week: | | 08/29/23 | 09/04/23 | -1----- | | | 1 | | | \$250.00 | | | 0.00 | | |
| N 14 | WHAS | 08/22/23 | 09/04/23 | LN (M-Su) | CM | 11-1135p | ----1-- | :30 | 1 | \$200.00 | P03 | 0.00 | NM | 2 | \$400.00 |
| | | | | WHAS11 NEWS AT 11 M-F/SU | | | | | | | | | | | |
| | | | | 1284033 Index: 96 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | |
| Week: | | 08/22/23 | 08/28/23 | ----1-- | | | 1 | | | \$200.00 | | | 0.00 | | |
| Week: | | 08/29/23 | 09/04/23 | 1----- | | | 1 | | | \$200.00 | | | 0.00 | | |
| | | | | | | | | | | | | | Totals | 56 | \$8,475.00 |