

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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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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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