

# ORDER

**Orders**  
**Order / Rev:** 2774557  
**Alt Order #:** WOC14297247  
**Product Desc:** KY Gov  
**Estimate:** 4455  
**Flight Dates:** 09/20/23 - 09/26/23  
**Original Date / Rev:** 09/19/23 / 09/19/23  
**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:** A50+  
**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
08/28/23	09/24/23	53	\$9,580.00	\$8,143.00
09/25/23	09/26/23	29	\$5,210.00	\$4,428.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	53	\$9,580.00	\$8,143.00	0.00
October 2023	29	\$5,210.00	\$4,428.50	0.00
<b>Totals</b>	<b>82</b>	<b>\$14,790.00</b>	<b>\$12,571.50</b>	<b>0.00</b>

**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%	\$14,790.00
Market	100%	\$123,250.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$108,460.00
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	09/20/23	09/26/23	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	5	\$400.00

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 Estimate: 4455  
**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: 09/20/23	09/26/23	11111--		5				\$80.00		0.00			
N 2	WHAS	09/20/23	09/26/23	Good Morning America GOOD MORNING AMERICA 7(6:58 AM-8:00 AM)	CM	6:58 AM-8:00 AM	11111--	:30	5	\$200.00	P03	0.00	NM	5	\$1,000.00
		1296630 Index: 103													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/23	09/26/23	11111--		5				\$200.00		0.00			
N 3	WHAS	09/20/23	09/26/23	Good Morning America GOOD MORNING AMERICA 8(8:00 AM-9:00 AM)	CM	8:00 AM-9:00 AM	11111--	:30	5	\$200.00	P03	0.00	NM	5	\$1,000.00
		1296630 Index: 100													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/23	09/26/23	11111--		5				\$200.00		0.00			
N 4	WHAS	09/20/23	09/23/23	Good Morning America GOOD MORNING AMERICA	CM		-----2-	:30	2	\$90.00	P03	0.00	NM	2	\$180.00
		1296630 Index: 102													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	-----2-		2				\$90.00		0.00			
N 5	WHAS	09/20/23	09/23/23	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9-10a	-----1-	:30	1	\$90.00	P03	0.00	NM	1	\$90.00
		1296630 Index: 102													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	-----1-		1				\$90.00		0.00			
N 6	WHAS	09/20/23	09/24/23	Good Morning America GOOD MORNING AMERICA	CM	8-9a	-----1	:30	1	\$100.00	P03	0.00	NM	1	\$100.00
		1296630 Index: 102													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	-----1		1				\$100.00		0.00			
N 7	WHAS	09/20/23	09/24/23	This Week Su THIS WEEK	CM	9-10a	-----1	:30	1	\$180.00	P03	0.00	NM	1	\$180.00
		1296630 Index: 102													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/23	09/24/23	-----1		1				\$180.00		0.00			
N 8	WHAS	09/20/23	09/26/23	The View THE VIEW	CM	11-12p	11111--	:30	5	\$120.00	P03	0.00	NM	5	\$600.00
		1296630 Index: 103													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/23	09/26/23	11111--		5				\$120.00		0.00			
N 9	WHAS	09/20/23	09/26/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	11:58 AM-12:30 PM (11:58 AM-12:30 PM)	11111--	:30	5	\$90.00	P03	0.00	NM	5	\$450.00
		1296630 Index: 102													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/23	09/26/23	11111--		5				\$90.00		0.00			
N 10	WHAS	09/20/23	09/26/23	Local News @ 12p M-F WHAS11 NEWS AT 1230P	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	11111--	:30	5	\$90.00	P03	0.00	NM	5	\$450.00
		1296630 Index: 102													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/23	09/26/23	11111--		5				\$90.00		0.00			
N 11	WHAS	09/20/23	09/26/23	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	3:58 PM-4:30 PM (3:58 PM-4:30 PM)	11111--	:30	5	\$100.00	P03	0.00	NM	5	\$500.00
		1296630 Index: 103													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/23	09/26/23	11111--		5				\$100.00		0.00			
N 12	WHAS	09/20/23	09/26/23	Local News @ 4p M-F WHAS11 NEWS @ 430P	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	11111--	:30	5	\$100.00	P03	0.00	NM	5	\$500.00
		1296630 Index: 103													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/23	09/26/23	11111--		5				\$100.00		0.00			
N 13	WHAS	09/20/23	09/26/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	11111--	:30	5	\$200.00	P03	0.00	NM	5	\$1,000.00
		1296630 Index: 104													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/23	09/26/23	11111--		5				\$200.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WHAS	09/20/23	09/26/23	Local News @ 530p M-FCM WHAS11 NEWS @ 530P		530-6p	11111--	: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:		09/20/23	09/26/23	11111--		5				\$200.00		0.00			
		1296630 Index: 103													
N 15	WHAS	09/20/23	09/26/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	11111--	: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:		09/20/23	09/26/23	11111--		5				\$225.00		0.00			
		1296630 Index: 102													
N 16	WHAS	09/20/23	09/24/23	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	-----1	:30	1	\$250.00	P03	0.00	NM	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:		09/18/23	09/24/23	-----1		1				\$250.00		0.00			
		1296630 Index: 105													
N 17	WHAS	09/20/23	09/26/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	-2111--	: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:		09/20/23	09/26/23	-2111--		5				\$250.00		0.00			
		1296630 Index: 102													
N 18	WHAS	09/20/23	09/26/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	-2111--	: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:		09/20/23	09/26/23	-2111--		5				\$250.00		0.00			
		1296630 Index: 100													
N 19	WHAS	09/20/23	09/26/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	11111-1	: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:		09/20/23	09/26/23	11111-1		6				\$200.00		0.00			
		1296630 Index: 103													
N 20	WHAS	09/20/23	09/23/23	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT	CM	11-1135p	-----1-	:30	1	\$90.00	P04	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:		09/18/23	09/24/23	-----1-		1				\$90.00		0.00			
		1296630 Index: 102													
N 21	WHAS	09/20/23	09/25/23	NFL Mo Post Game NFL Mo Post Game	CM	Various	1-----	:30	1	\$500.00	P04	0.00	NM	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:		09/20/23	09/26/23	1-----		1				\$500.00		0.00			
		1296630 Index: 102													
N 22	WHAS	09/20/23	09/23/23	NCAA FB Daytime EarlyGM ABC COLLEGE FOOTBALL 12f			-----1-	:30	1	\$475.00	P03	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/18/23	09/24/23	-----1-		1				\$475.00		0.00			
		1296630 Index: 99													
N 23	WHAS	09/20/23	09/23/23	NCAA FB Daytime Late GM NCAA Football Game 2		330-7p	-----	:30	0	\$475.00	P03	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/18/23	09/24/23	-----1-		1				\$475.00		0.00			
		1296630 Index: 103													
N 24	WHAS	09/20/23	09/23/23	NCAA Football Prime ABC PRIME COLLEGE FOOTB	CM		-----1-	:30	1	\$475.00	P03	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/18/23	09/24/23	-----1-		1				\$475.00		0.00			
		1296630 Index: 103													

Totals 82 \$14,790.00