

ORDER

Orders
Order / Rev: 2691274
 Alt Order #: WOC14103883
 Product Desc: KY Gov
 Estimate: 4253
 Flight Dates: 04/12/23 - 04/18/23
 Original Date / Rev: 04/11/23 / 04/13/23
 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
03/27/23	04/18/23	37	\$5,240.00	\$4,454.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	37	\$5,240.00	\$4,454.00	0.00
Totals	37	\$5,240.00	\$4,454.00	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%	\$5,240.00
Market	100%	\$43,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$38,426.67
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	04/12/23	04/18/23	Local News @ 6a M-F GMK @ 6A	CM	6:00 AM-7:00 AM	11111--	:30	5	\$80.00	P04	0.00	NM	5	\$400.00
1267689 Index: 95															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/12/23	04/18/23	11111--		5				\$80.00		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 2	WHAS	04/12/23	04/18/23	Good Morning America	CM	7:00 AM-9:00 AM	11111--	:30	5	\$120.00	P04	0.00	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/12/23	04/18/23	11111--		5				\$80.00		0.00			
		1267689 Index: 99													
N 3	WHAS	04/12/23	04/15/23	Good Morning America	CM	7-9a	-----1-	: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: 04/12/23	04/18/23	11111--		5				\$120.00		0.00			
		1267689 Index: 100													
N 4	WHAS	04/12/23	04/15/23	Local News @ 9a Sa	CM	9-10a	-----1-	: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: 04/10/23	04/16/23	-----1-		1				\$90.00		0.00			
		1267689 Index: 100													
N 5	WHAS	04/12/23	04/16/23	Good Morning America	CM	8-9a	-----1	: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: 04/10/23	04/16/23	-----1		1				\$100.00		0.00			
		1267689 Index: 100													
N 6	WHAS	04/12/23	04/18/23	Local News @ 5p M-F	CM	5-530p	11111--	:30	5	\$130.00	P04	0.00	NM	5	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/12/23	04/18/23	11111--		5				\$130.00		0.00			
		1267689 Index: 95													
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	WHAS	04/12/23-04/18/23	Local News @ 5p M-F	5-530p	MTWThF----	:30		(\$130.00)		0.00	NM		
		See MG 6.6													
		6	WHAS	04/17/23-04/17/23	Local News @ 5p M-F	5-530p	M-----	:30		\$130.00		0.00	NM		
		Ⓜ MG for 6.1 04/12													
N 7	WHAS	04/12/23	04/18/23	Local News @ 530p M-F	CM	530-6p	11111--	:30	5	\$140.00	P04	0.00	NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/12/23	04/18/23	11111--		5				\$140.00		0.00			
		1267689 Index: 97													
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	WHAS	04/12/23-04/18/23	Local News @ 530p M-F	530-6p	MTWThF----	:30		(\$140.00)		0.00	NM		
		See MG 7.6													
		6	WHAS	04/18/23-04/18/23	Local News @ 530p M-F	530-6p	-T-----	:30		\$140.00		0.00	NM		
		Ⓜ MG for 7.1 04/12													
N 8	WHAS	04/12/23	04/18/23	Local News @ 6p M-F	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: 04/12/23	04/18/23	11111--		5				\$250.00		0.00			
		1267689 Index: 99													
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	WHAS	04/12/23-04/18/23	Local News @ 6p M-F	6-630p	MTWThF----	:30		(\$250.00)		0.00	NM		
		See MG 8.6													
		[Recon Preempt-Other: DNA- Dropped per PCR]													
		6	WHAS	04/17/23-04/18/23	Local News @ 6p M-F	6-630p	MT-----	:30		\$250.00		0.00	NM		
		Ⓜ MG for 8.1 04/12													
N 9	WHAS	04/12/23	04/15/23	Local News @ 630p Sa	CM	630-7p	-----1-	:30	1	\$120.00	P03	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/23	04/16/23	-----1-		1				\$120.00		0.00			
		1267689 Index: 99													
N 10	WHAS	04/12/23	04/16/23	Local News @ 630p Su	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: 04/10/23	04/16/23	-----1		1				\$250.00		0.00			

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1267689 Index: 97															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	-----1					1	\$250.00		0.00			
N 11	WHAS	04/12/23	04/14/23	Fri Prime A SHARK TANK FRI	CM	8-9p	----1--	:30	1	\$300.00	P04	0.00	NM	1	\$300.00
1267689 Index: 106															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	----1--					1	\$300.00		0.00			
N 12	WHAS	04/12/23	04/18/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	1111--1	:30	5	\$120.00	P04	0.00	NM	5	\$600.00
1267689 Index: 90															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/12/23	04/18/23	1111--1					5	\$120.00		0.00			
N 13	WHAS	04/12/23	04/15/23	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT	CM	11-1135p	-----1-	:30	1	\$90.00	P04	0.00	NM	1	\$90.00
1267689 Index: 102															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	-----1-					1	\$90.00		0.00			
													Totals	37	\$5,240.00