

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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Advertiser: POL/ Daniel Cameron / R / Governor / K'
 Product Desc: KY Gov
 Estimate: 4253
WHAS

| 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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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|------------|
| 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 |