

ORDER

Orders
Order / Rev: 2691318
Alt Order #: WOC14103903
Product Desc: KY Gov
Estimate: 4256
Flight Dates: 05/03/23 - 05/09/23
Original Date / Rev: 04/11/23 / 04/28/23
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
05/01/23	05/09/23	38	\$5,180.00	\$4,403.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2023	38	\$5,180.00	\$4,403.00	0.00
Totals	38	\$5,180.00	\$4,403.00	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%	\$5,180.00
Market	100%	\$43,166.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$37,986.67
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	05/03/23	05/09/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	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:		05/03/23	05/09/23	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	05/03/23	05/09/23	Good Morning America	CM	7-9a	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: 05/03/23	05/09/23	11111--		5				\$80.00		0.00			
		1267689 Index: 99													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/03/23	05/09/23	11111--		5				\$120.00		0.00			
N 3	WHAS	05/03/23	05/06/23	Good Morning America	CM	7-9a	-----1-	:30	1	\$90.00	P03	0.00	NM	2	\$180.00
		1267689 Index: 100													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/01/23	05/07/23	-----1-		1				\$90.00		0.00			
		<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	05/01/23-05/07/23	Good Morning America Sa	7-9a	-----Sa--	:30		(\$90.00)		0.00	NM		
		See MG 3.2,3.3 [NA/HRA]													
		2	WHAS	05/01/23-05/07/23	Local News @ 12p M-F	12-1p	MTWThF----	:30		\$90.00		0.00	NM		
		Ⓜ MG for 4.1,3.1													
		3	WHAS	05/03/23-05/03/23	Local News @ 12p M-F	12-1p	--W-----	:30		\$90.00		0.00	NM		
		Ⓜ MG for 4.1,3.1													
N 4	WHAS	05/03/23	05/06/23	Local News @ 9a Sa	CM	9-10a	-----1-	:30	1	\$90.00	P03	0.00	NM	0	\$0.00
		1267689 Index: 100													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/01/23	05/07/23	-----1-		1				\$90.00		0.00			
		<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	05/01/23-05/07/23	Local News @ 9a Sa	9-10a	-----Sa--	:30		(\$90.00)		0.00	NM		
		See MG 3.2,3.3 [NA/Oversold]													
N 5	WHAS	05/03/23	05/07/23	Good Morning America	CM	8-9a	-----1	:30	1	\$100.00	P03	0.00	NM	1	\$100.00
		1267689 Index: 100													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/01/23	05/07/23	-----1		1				\$100.00		0.00			
N 6	WHAS	05/03/23	05/09/23	Local News @ 5p M-F	CM	5-530p	11111--	:30	5	\$130.00	P04	0.00	NM	5	\$650.00
		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: 05/03/23	05/09/23	11111--		5				\$130.00		0.00			
N 7	WHAS	05/03/23	05/09/23	Local News @ 530p M-F	CM	530-6p	11111--	:30	5	\$140.00	P04	0.00	NM	5	\$700.00
		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: 05/03/23	05/09/23	11111--		5				\$140.00		0.00			
N 8	WHAS	05/03/23	05/09/23	Local News @ 6p M-F	CM	6-630p	11111--	:30	5	\$250.00	P03	0.00	NM	5	\$1,250.00
		1267689 Index: 99													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/03/23	05/09/23	11111--		5				\$250.00		0.00			
N 9	WHAS	05/03/23	05/06/23	Local News @ 630p Sa	CM	630-7p	-----1-	:30	1	\$120.00	P03	0.00	NM	1	\$120.00
		1267689 Index: 99													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/01/23	05/07/23	-----1-		1				\$120.00		0.00			
N 10	WHAS	05/03/23	05/07/23	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$250.00	P03	0.00	NM	1	\$250.00
		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: 05/01/23	05/07/23	-----1		1				\$250.00		0.00			
N 11	WHAS	05/03/23	05/09/23	LN (M-Su)	CM	11-1135p	MTWTF-S	:30	7	\$120.00	P04	0.00	NM	7	\$840.00
		WHAS11 NEWS AT 11 M-F/SU													

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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:		05/03/23	05/09/23	MTWTF-S		7				\$120.00		0.00			
N 12	WHAS	05/03/23	05/06/23	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:		05/01/23	05/07/23	-----1-		1				\$90.00		0.00			
													Totals	38	\$5,180.00