

ORDER

Orders
Order / Rev: 2691326
Alt Order #: WOC14103894
Product Desc: KY Gov
Estimate: 4255
Flight Dates: 04/26/23 - 05/02/23
Original Date / Rev: 04/11/23 / 04/11/23
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 | 04/30/23 | 26 | \$3,500.00 | \$2,975.00 |
| 05/01/23 | 05/02/23 | 12 | \$1,680.00 | \$1,428.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| April 2023 | 26 | \$3,500.00 | \$2,975.00 | 0.00 |
| May 2023 | 12 | \$1,680.00 | \$1,428.00 | 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 | 04/26/23 | 05/02/23 | Local News @ 6a M-F GMK @ 6A | CM | 6-7a | 11111-- | :30 | 5 | \$80.00 | P04 | 0.00 | NM | 5 | \$400.00 |

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Advertiser: POL/ Daniel Cameron / R / Governor / K'
 Product Desc: KY Gov
 Estimate: 4255
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: 04/26/23 | 05/02/23 | 11111-- | | 5 | | | | \$80.00 | | 0.00 | | | |
| N 2 | WHAS | 04/26/23 | 05/02/23 | Good Morning America GOOD MORNING AMERICA | CM | 7-9a | 11111-- | :30 | 5 | \$120.00 | P04 | 0.00 | NM | 5 | \$600.00 |
| | | 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: 04/26/23 | 05/02/23 | 11111-- | | 5 | | | | \$120.00 | | 0.00 | | | |
| N 3 | WHAS | 04/26/23 | 04/29/23 | Good Morning America GOOD MORNING AMERICA | CM | 7-9a | -----1- | :30 | 1 | \$90.00 | P03 | 0.00 | NM | 1 | \$90.00 |
| | | 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: 04/24/23 | 04/30/23 | -----1- | | 1 | | | | \$90.00 | | 0.00 | | | |
| N 4 | WHAS | 04/26/23 | 04/29/23 | Local News @ 9a Sa GMK WEEKEND 9-10A | CM | 9-10a | -----1- | :30 | 1 | \$90.00 | P03 | 0.00 | NM | 1 | \$90.00 |
| | | 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: 04/24/23 | 04/30/23 | -----1- | | 1 | | | | \$90.00 | | 0.00 | | | |
| N 5 | WHAS | 04/26/23 | 04/30/23 | Good Morning America 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: 04/24/23 | 04/30/23 | -----1 | | 1 | | | | \$100.00 | | 0.00 | | | |
| N 6 | WHAS | 04/26/23 | 05/02/23 | Local News @ 5p M-F WHAS11 NEWS @ 5p | 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: 04/26/23 | 05/02/23 | 11111-- | | 5 | | | | \$130.00 | | 0.00 | | | |
| N 7 | WHAS | 04/26/23 | 05/02/23 | Local News @ 530p M-FCM WHAS11 NEWS @ 530P | 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: 04/26/23 | 05/02/23 | 11111-- | | 5 | | | | \$140.00 | | 0.00 | | | |
| N 8 | WHAS | 04/26/23 | 05/02/23 | Local News @ 6p M-F WHAS11 NEWS @ 6p | CM | 6-630p | 11111-- | :30 | 5 | \$250.00 | P03 | 0.00 | NM | 5 | \$1,250.00 |
| | | 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: 04/26/23 | 05/02/23 | 11111-- | | 5 | | | | \$250.00 | | 0.00 | | | |
| N 9 | WHAS | 04/26/23 | 04/29/23 | Good Morning America Good Morning America | CM | 7-9a | --WTF-- | :30 | 1 | \$120.00 | P04 | 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: 04/24/23 | 04/30/23 | --WTF-- | | 1 | | | | \$120.00 | | 0.00 | | | |
| N 10 | WHAS | 04/26/23 | 04/30/23 | Local News @ 630p Su WHAS11 NEWS SUNDAY | 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: 04/24/23 | 04/30/23 | -----1 | | 1 | | | | \$250.00 | | 0.00 | | | |
| N 11 | WHAS | 04/26/23 | 05/02/23 | LN (M-Su) WHAS11 NEWS AT 11 M-F/SU | CM | 11-1135p | 111---1 | :30 | 4 | \$120.00 | P04 | 0.00 | NM | 4 | \$480.00 |
| | | 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: 04/26/23 | 05/02/23 | 111---1 | | 4 | | | | \$120.00 | | 0.00 | | | |
| N 12 | WHAS | 04/26/23 | 04/29/23 | 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: 04/24/23 | 04/30/23 | -----1- | | 1 | | | | \$90.00 | | 0.00 | | | |
| N 13 | WHAS | 04/26/23 | 05/02/23 | Local News @ 11p M-F Local News @ 11p M-F DB | CM | Various | ---12-- | :30 | 3 | \$120.00 | P04 | 0.00 | NM | 3 | \$360.00 |
| | | 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: 04/26/23 | 05/02/23 | ---12-- | | 3 | | | | \$120.00 | | 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 |
|----|----|-------------------|-----------------|-----------------|-------------------|----------------|---------------|-----|-------|------|-----|-----|--------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| | | Week: 04/26/23 | 05/02/23 | ---12-- | 3 | \$120.00 | 0.00 | | | | | | | | |
| | | | | | | | | | | | | | Totals | 38 | \$5,180.00 |