

# ORDER

**Orders**  
**Order / Rev:** 2697256  
**Alt Order #:** WOC14114994  
**Product Desc:** KY Gov  
**Estimate:** 4277  
**Flight Dates:** 04/26/23 - 05/02/23  
**Original Date / Rev:** 04/26/23 / 04/26/23  
**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:** A35+  
**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	10	\$1,600.00	\$1,360.00
05/01/23	05/02/23	6	\$300.00	\$255.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	10	\$1,600.00	\$1,360.00	0.00
May 2023	6	\$300.00	\$255.00	0.00
<b>Totals</b>	<b>16</b>	<b>\$1,900.00</b>	<b>\$1,615.00</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%	\$1,900.00
Market	100%	\$15,833.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$13,933.33
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 @ 12p M-F CM		12-1p	11-11--	:30	4	\$50.00	P04	0.00	NM	4	\$200.00
				WHAS11 NEWS AT NOON											

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 Product Desc: KY Gov  
 Estimate: 4277  
**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	11-11--					4	\$50.00		0.00			
N 2	WHAS	04/26/23	05/02/23	GMA3 GMA3	CM	1-2p	11-11--	:30	4	\$50.00	P04	0.00	NM	4	\$200.00
		1267689 Index: 87													
		<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	11-11--					4	\$50.00		0.00			
N 3	WHAS	04/26/23	05/02/23	Local News @ 4p M-F WHAS11 NEWS @ 4P	CM	4-5p	11-11--	:30	4	\$50.00	P04	0.00	NM	4	\$200.00
		1267689 Index: 94													
		<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	11-11--					4	\$50.00		0.00			
N 4	WHAS	04/28/23	04/28/23	NFL Draft Prime NFL Draft Prime	CM	Various	----F--	:30	1	\$400.00	P04	0.00	NM	1	\$400.00
		1267689 Index: 89													
		<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	----F--					1	\$400.00		0.00			
N 5	WHAS	04/26/23	04/27/23	NFL Draft Prime NFL DRAFT ROUND 1	CM	Various	---2---	:30	2	\$400.00	P04	0.00	NM	2	\$800.00
		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: 04/24/23	04/30/23	---2---					2	\$400.00		0.00			
N 6	WHAS	04/29/23	04/29/23	NFL Draft Prime NFL Draft Prime	CM	Various	-----S-	:30	1	\$100.00	P04	0.00	NM	1	\$100.00
		1267689 Index: 89													
		<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	-----S-					1	\$100.00		0.00			
													Totals	16	\$1,900.00