

# ORDER

**Orders**  
**Order / Rev:** 2751635  
**Alt Order #:** WOC14232100  
**Product Desc:** KY Gov  
**Estimate:** 4393  
**Flight Dates:** 08/22/23 - 09/04/23  
**Original Date / Rev:** 08/04/23 / 08/04/23  
**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
07/31/23	08/27/23	22	\$3,840.00	\$3,264.00
08/28/23	09/04/23	32	\$6,605.00	\$5,614.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2023	22	\$3,840.00	\$3,264.00	0.00
September 2023	32	\$6,605.00	\$5,614.25	0.00
<b>Totals</b>	<b>54</b>	<b>\$10,445.00</b>	<b>\$8,878.25</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%	\$10,445.00
Market	100%	\$87,041.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$76,596.67
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	08/22/23	09/04/23	Good Morning America	CM	7:00 AM-8:00 AM	11111--	:30	5	\$200.00	P03	0.00	NM	10	\$2,000.00
				GOOD MORNING AMERICA 7(7:00 AM-8:00 AM)											

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**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	08/22/23	09/02/23	Good Morning America 3M GOOD MORNING AMERICA	CM	7-9a	-----1-	:30	1	\$90.00	P03	0.00	NM	2	\$180.00
1284033 Index: 108															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/23	08/28/23	11111--					5	\$200.00		0.00			
Week:		08/29/23	09/04/23	11111--					5	\$200.00		0.00			
N 3	WHAS	08/22/23	09/02/23	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9-10a	-----1-	:30	1	\$90.00	P03	0.00	NM	2	\$180.00
1284033 Index: 109															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/23	08/28/23	-----1-					1	\$90.00		0.00			
Week:		08/29/23	09/04/23	-----1-					1	\$90.00		0.00			
N 4	WHAS	08/22/23	09/03/23	Good Morning America 3M GOOD MORNING AMERICA	CM	8-9a	-----1	:30	1	\$100.00	P03	0.00	NM	2	\$200.00
1284033 Index: 109															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/23	08/28/23	-----1					1	\$100.00		0.00			
Week:		08/29/23	09/04/23	-----1					1	\$100.00		0.00			
N 5	WHAS	08/22/23	09/01/23	GMA3 GMA3	CM	1-2p	11111--	:30	5	\$90.00	P03	0.00	NM	9	\$810.00
1284033 Index: 102															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/23	08/28/23	11111--					5	\$90.00		0.00			
Week:		08/29/23	09/04/23	-1111--					4	\$90.00		0.00			
N 6	WHAS	08/22/23	09/04/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	11111--	:30	5	\$200.00	P03	0.00	NM	10	\$2,000.00
1284033 Index: 103															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/23	08/28/23	11111--					5	\$200.00		0.00			
Week:		08/29/23	09/04/23	11111--					5	\$200.00		0.00			
N 7	WHAS	08/22/23	08/31/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	--1-1--	:30	2	\$250.00	P03	0.00	NM	4	\$1,000.00
1284033 Index: 102															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/23	08/28/23	--1-1--					2	\$250.00		0.00			
Week:		08/29/23	09/04/23	-1-1---					2	\$250.00		0.00			
N 8	WHAS	08/22/23	09/01/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	11-1---	:30	3	\$250.00	P03	0.00	NM	5	\$1,250.00
1284033 Index: 103															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/23	08/28/23	11-1---					3	\$250.00		0.00			
Week:		08/29/23	09/04/23	--1-1--					2	\$250.00		0.00			
N 9	WHAS	08/22/23	08/31/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	1111---	:30	4	\$200.00	P03	0.00	NM	7	\$1,400.00
1284033 Index: 96															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/22/23	08/28/23	1111---					4	\$200.00		0.00			
Week:		08/29/23	09/04/23	-111---					3	\$200.00		0.00			
N 10	WHAS	08/29/23	09/02/23	NCAA FB Daytime Late GM ABC COLLEGE FOOTBALL 33(3:30 PM-7:30 PM)	GM	3:30 PM-7:30 PM	-----1-	:30	1	\$475.00	P03	0.00	NM	1	\$475.00
1284033 Index: 95															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/23	09/03/23	-----1-					1	\$475.00		0.00			
N 11	WHAS	08/29/23	09/02/23	NCAA Football Prime ABC PRIME COLLEGE FOOTB(7:30 PM-11:00 PM)	CM	7:30 PM-11:00 PM	-----1-	:30	1	\$475.00	P03	0.00	NM	1	\$475.00
1284033 Index: 111															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/28/23	09/03/23	-----1-					1	\$475.00		0.00			
N 12	WHAS	08/29/23	09/03/23		CM	7:30 PM-11:00 PM	-----1	:30	1	\$475.00	P03	0.00	NM	1	\$475.00

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				NCAA Football Prime											
				ABC PRIME COLLEGE FOOTB(7:30 PM-11:00 PM)											
1284033 Index: 111															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/28/23	09/03/23	-----1		1				\$475.00		0.00			
													Totals	54	\$10,445.00