

ORDER

Orders
Order / Rev: 2751631
Alt Order #: WOC14232077
Product Desc: KY Gov
Estimate: 4392
Flight Dates: 08/08/23 - 08/21/23
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	08/21/23	64	\$12,660.00	\$10,761.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2023	64	\$12,660.00	\$10,761.00	0.00
Totals	64	\$12,660.00	\$10,761.00	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%	\$12,660.00
Market	100%	\$105,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$92,840.00
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	08/08/23	08/21/23	Local News @ 6a M-F GMK @ 630A	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	11111--	:30	5	\$150.00	P03	0.00	NM	10	\$1,500.00
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:		08/08/23	08/14/23	11111--		5				\$150.00		0.00			

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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	08/08/23	08/21/23	Good Morning America GOOD MORNING AMERICA 7(7:00 AM-8:00 AM)	CM	7:00 AM-8:00 AM	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:		08/08/23	08/14/23	11111--			5		\$200.00		0.00				
Week:		08/15/23	08/21/23	11111--			5		\$200.00		0.00				
N 3	WHAS	08/08/23	08/19/23	Good Morning America 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:		08/08/23	08/14/23	-----1-			1		\$90.00		0.00				
Week:		08/15/23	08/21/23	-----1-			1		\$90.00		0.00				
N 4	WHAS	08/08/23	08/19/23	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:		08/08/23	08/14/23	-----1-			1		\$90.00		0.00				
Week:		08/15/23	08/21/23	-----1-			1		\$90.00		0.00				
N 5	WHAS	08/08/23	08/20/23	Good Morning America GOOD MORNING AMERICA	CM	8:00 AM-9:00 AM	-----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:		08/08/23	08/14/23	-----1			1		\$100.00		0.00				
Week:		08/15/23	08/21/23	-----1			1		\$100.00		0.00				
N 6	WHAS	08/08/23	08/21/23	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:		08/08/23	08/14/23	11111--			5		\$200.00		0.00				
Week:		08/15/23	08/21/23	11111--			5		\$200.00		0.00				
N 7	WHAS	08/08/23	08/21/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	11111--	:30	5	\$250.00	P03	0.00	NM	10	\$2,500.00
1284033 Index: 101															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/08/23	08/14/23	11111--			5		\$250.00		0.00				
Week:		08/15/23	08/21/23	11111--			5		\$250.00		0.00				
N 8	WHAS	08/08/23	08/21/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	--1-1--	:30	2	\$250.00	P03	0.00	NM	5	\$1,250.00
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:		08/08/23	08/14/23	--1-1--			2		\$250.00		0.00				
Week:		08/15/23	08/21/23	11-1---			3		\$250.00		0.00				
N 9	WHAS	08/08/23	08/18/23	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:		08/08/23	08/14/23	11-1---			3		\$250.00		0.00				
Week:		08/15/23	08/21/23	--1-1--			2		\$250.00		0.00				
N 10	WHAS	08/08/23	08/21/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	1111---	:30	4	\$200.00	P03	0.00	NM	8	\$1,600.00
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:		08/08/23	08/14/23	1111---			4		\$200.00		0.00				
Week:		08/15/23	08/21/23	1111---			4		\$200.00		0.00				

Totals 64 \$12,660.00