

# ORDER

**Orders**  
**Order / Rev:** 2701448  
 Alt Order #: \_\_\_\_\_  
 Product Desc: \_\_\_\_\_  
 Estimate: \_\_\_\_\_  
 Flight Dates: 05/12/23 - 05/15/23  
 Original Date / Rev: 05/05/23 / 05/05/23  
 Order Type: General

**WHAS**  
 Primary AE: Nick Coloprisco  
 Sales Office: WHAS  
 Sales Region: LOC

**Agency**  
**Name:** Derek Petteys State Auditor  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: Derek Petteys  
1890 Star Shoot Pkwy, Suite 170 #307  
Lexington, KY 40509

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
**Name:** POL/ Derek Petteys/ R / State Auditor  
 Demographic: A25-54  
 Product Codes: PL-Candidate: State/Local  
 Revenue Code 1: AGY  
 Revenue Code 2: (POL) Political  
 Revenue Code 3: (POL) Candidate  
 Priority: P04

New Business End: \_\_\_\_\_  
 Advertiser External ID: M216539  
 Agency External ID: M216538AG  
 Unit Code: General  
 Order Separation: 00:05:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/01/23	05/15/23	23	\$3,110.00	\$2,643.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2023	23	\$3,110.00	\$2,643.50	0.00
<b>Totals</b>	<b>23</b>	<b>\$3,110.00</b>	<b>\$2,643.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Coloprisco			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHAS	25%	\$3,110.00
Market	100%	\$12,440.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	75%	\$9,330.00
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	05/12/23	05/15/23	Local News @ 530p M-FCM		530-6p	M--F--	:30	1	\$225.00	P03	0.00	NM	2	\$450.00
				Local News @ 530p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	----F--		1				\$225.00		0.00			
		Week: 05/15/23	05/21/23	M-----		1				\$225.00		0.00			

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Advertiser: POL/ Derek Petteys/ R / State Auditor / k  
 Product Desc: WHAS  
 Estimate:

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: 05/08/23	05/14/23	----F--		1				\$225.00		0.00			
		Week: 05/15/23	05/21/23	M-----		1				\$225.00		0.00			
N 2	WHAS	05/12/23	05/15/23	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	M--F--	:30	1	\$250.00	P03	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	----F--		1				\$250.00		0.00			
		Week: 05/15/23	05/21/23	M-----		1				\$250.00		0.00			
N 3	WHAS	05/12/23	05/14/23	Local News @ 6a Sa Local News @ 6a Sa	CM	6-7a	-----S-	:30	2	\$40.00	P03	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S-		2				\$40.00		0.00			
N 4	WHAS	05/12/23	05/14/23	Local News @ 9a Sa Local News @ 9a Sa	CM	9-10a	-----S-	:30	2	\$90.00	P03	0.00	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S-		2				\$90.00		0.00			
N 5	WHAS	05/12/23	05/14/23	Local News @ 630p Sa Local News @ 630p Sa	CM	630-7p	-----S-	:30	1	\$120.00	P03	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S-		1				\$120.00		0.00			
N 6	WHAS	05/12/23	05/14/23	Local News @ 11p Sa Local News @ 11p Sa	CM	11-1135p	-----S-	:30	1	\$150.00	P03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S-		1				\$150.00		0.00			
N 7	WHAS	05/12/23	05/14/23	ROS EM (Su) 6-8a EM (Su) 6-8a	CM	6-8a	-----S	:30	2	\$30.00	P03	0.00	NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S		2				\$30.00		0.00			
N 8	WHAS	05/12/23	05/14/23	Local News @ 630p Su Local News @ 630p Su	CM	630-7p	-----S	:30	1	\$250.00	P03	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S		1				\$250.00		0.00			
N 9	WHAS	05/12/23	05/14/23	Local News @ 11p Su Local News @ 11p Su	CM	11-1135p	-----S	:30	1	\$200.00	P03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----S		1				\$200.00		0.00			
N 10	WHAS	05/15/23	05/15/23	Local News @ 430a M-F Local News @ 430a M-F	CM	430-5a	M-----	:30	1	\$60.00	P03	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/15/23	05/21/23	M-----		1				\$60.00		0.00			
N 11	WHAS	05/15/23	05/15/23	Local News @ 5a M-F Local News @ 5a M-F	CM	5-6a	M-----	:30	2	\$80.00	P03	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/15/23	05/21/23	M-----		2				\$80.00		0.00			
N 12	WHAS	05/15/23	05/15/23	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	M-----	:30	2	\$150.00	P03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/15/23	05/21/23	M-----		2				\$150.00		0.00			
N 13	WHAS	05/15/23	05/15/23	Local News @ 4p M-F Local News @ 4p M-F	CM	4-5p	M-----	:30	2	\$100.00	P03	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/15/23	05/21/23	M-----		2				\$100.00		0.00			
N 14	WHAS	05/15/23	05/15/23	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	M-----	:30	1	\$200.00	P03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/15/23	05/21/23	M-----		1				\$200.00		0.00			
N 15	WHAS	05/15/23	05/15/23	Local News @ 11p M-F Local News @ 11p M-F	CM	11-1135p	M-----	:30	1	\$200.00	P03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/15/23	05/21/23	M-----		1				\$200.00		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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 05/15/23	05/21/23	M-----	1	\$200.00	0.00								
													Totals	23	\$3,110.00