

Order / Rev: 2752693
 Alt Order #:
 Flight Dates: 10/16/23 - 11/07/23

Advertiser: POL/ Shell & Coleman/ R / Ag Comm / A
 Product Desc: TV
 Estimate:
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	10/16/23	11/07/23	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	MTWTF--	:15/:15	3	\$150.00	P03	0.00	DN	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/23	10/22/23	MTWTF--					3	\$80.00		0.00			
		Week: 10/23/23	10/29/23	MTWTF--					3	\$80.00		0.00			
		Week: 10/30/23	11/05/23	MTWTF--					3	\$80.00		0.00			
		Week: 11/06/23	11/12/23	MT-----					2	\$80.00		0.00			
N 3	WHAS	10/16/23	11/07/23	Good Morning America Good Morning America	CM	6:56 AM-8:00 AM (6:56 AM-8:00 AM)	MTWTF--	:15/:15	3	\$200.00	P03	0.00	DN	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/23	10/22/23	MTWTF--					3	\$200.00		0.00			
		Week: 10/23/23	10/29/23	MTWTF--					3	\$200.00		0.00			
		Week: 10/30/23	11/05/23	MTWTF--					3	\$200.00		0.00			
		Week: 11/06/23	11/12/23	MT-----					1	\$200.00		0.00			
N 4	WHAS	10/16/23	11/07/23	Local News @ 12p M-F Local News @ 12p M-F	CM	12-1p	MTWTF--	:15/:15	4	\$90.00	P03	0.00	DN	13	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/23	10/22/23	MTWTF--					4	\$90.00		0.00			
		Week: 10/23/23	10/29/23	MTWTF--					4	\$90.00		0.00			
		Week: 10/30/23	11/05/23	MTWTF--					4	\$90.00		0.00			
		Week: 11/06/23	11/12/23	MT-----					1	\$90.00		0.00			
N 5	WHAS	10/16/23	11/07/23	Local News @ 5p M-F Local News @ 5p M-F	CM	5-530p	MTWTF--	:15/:15	3	\$200.00	P03	0.00	DN	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/23	10/22/23	MTWTF--					3	\$200.00		0.00			
		Week: 10/23/23	10/29/23	MTWTF--					3	\$200.00		0.00			
		Week: 10/30/23	11/05/23	MTWTF--					3	\$200.00		0.00			
		Week: 11/06/23	11/12/23	MT-----					1	\$200.00		0.00			
N 6	WHAS	10/16/23	11/07/23	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	MTWTF--	:15/:15	2	\$250.00	P03	0.00	DN	7	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/23	10/22/23	MTWTF--					2	\$250.00		0.00			
		Week: 10/23/23	10/29/23	MTWTF--					2	\$250.00		0.00			
		Week: 10/30/23	11/05/23	MTWTF--					2	\$250.00		0.00			
		Week: 11/06/23	11/12/23	M-----					1	\$250.00		0.00			
N 7	WHAS	10/30/23	11/06/23	ET 7-730p ET 7-730p	CM	7-730p	MTWTF--	:15/:15	2	\$250.00	P03	0.00	DN	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/23	11/05/23	MTWTF--					2	\$250.00		0.00			
		Week: 11/06/23	11/12/23	M-----					1	\$250.00		0.00			
N 8	WHAS	10/16/23	11/05/23	Local News @ 9a Sa Local News @ 9a Sa	CM	9-10a	-----S-	:15/:15	1	\$180.00	P03	0.00	DN	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/23	10/22/23	-----S-					1	\$180.00		0.00			
		Week: 10/23/23	10/29/23	-----S-					1	\$180.00		0.00			
		Week: 10/30/23	11/05/23	-----S-					1	\$180.00		0.00			
N 9	WHAS	10/30/23	11/05/23	Thu Prime A Thu Prime A	CM	8-9p	---T---	:15/:15	1	\$500.00	P04	0.00	DN	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/23	11/05/23	---T---					1	\$500.00		0.00			
N 10	WHAS	10/30/23	11/05/23	Sun Prime A Sun Prime A	CM	7-8p	-----S	:15/:15	1	\$300.00	P04	0.00	DN	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/23	11/05/23	-----S					1	\$300.00		0.00			
N 11	WHAS	10/23/23	10/29/23	NCAA FB Daytime Late NCAA Football Game 2	GM	330-7p	-----S-	:15/:15	1	\$300.00	P04	0.00	DN	1	\$300.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/23	10/29/23	-----S-		1				\$300.00		0.00			
N 12	WHAS	11/04/23	11/04/23	NCAA Football Prime	CM	8-1130p	-----S-	:15/:15	1	\$300.00	P04	0.00	DN	1	\$300.00
				NCAA Football Prime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/23	11/05/23	-----S-		1				\$300.00		0.00			
N 13	WHAS	10/21/23	10/21/23	NCAA FB Daytime EarlyGM		12-330p	-----S-	:15/:15	1	\$300.00	P04	0.00	DN	1	\$300.00
				NCAA Football Game 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/23	10/22/23	-----S-		1				\$300.00		0.00			
													Totals	72	\$12,290.00