## **ORDER**

Orders	Order / Rev:	2620970	
	Alt Order #:	WOC13961106	
	Product Desc:	2023 Primary Election	
	Estimate:	5415	

Flight Dates: 12/26/22 - 01/08/23

Original Date / Rev: 12/22/22 / 12/29/22

Order Type: General

Name: AxMedia / POL

Buying Contact:

Billing Contact:

800 W 47th St, Suite 200 Kansas City, MO 64112 Billing Type: Cash
Billing Calendar: Broadcast

Billing Cycle: EOM/EOC
Agency Commission: 15%

**WHAS** 

**TSDAL** 

NAT

Robert Cato

Advertiser Name: POL/ Kelly Craft / R / Governor / KY

Demographic: A55+

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:

Primary AE:

Sales Office:

Sales Region:

 Advertiser External ID:
 M209268

 Agency External ID:
 37731AG

 Unit Code:
 General

Order Separation: 00:15:00

## Bill Plan

Agency

Start Date	End Date	# Spots	Gross Amount	Net Amount
12/26/22	01/03/23	29	\$15,750.00	\$13,387.50

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
January 2023	29	\$15,750.00	\$13,387.50	204.10
Totals	29	\$15,750.00	\$13,387.50	204.10

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Robert Cato			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHAS	16%	\$15,750.00
Market	100%	\$98 437 50

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	84%	\$82,687.50
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 Tir	me Days	Len Spot	s	Rate Pri	Rtg Type	Spots	Amount
N 1	WHAS	12/26/22	01/02/23	Local News @ 6a M-F	CM	6-7a	- 1- 11	:30	3 \$	150.00 P03	2.30 NM	4	\$600.00
				GMK @ 6A									
	Q4 EST	-CS (sell)											
	Star	t Date I	End Date	Weekdays Spot	s/Week	Rate	Rating						
W	eek: 12/2	26/22	01/01/23	- 1- 11	3	\$150.00	2.30						

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Order / Rev: 2620970 Advertiser: POL/ Kelly Craft / R / Governor / KY

Alt Order #: WOC13961106 Product Desc: 2023 Primary Election WHAS

Flight Dates: 12/26/22 - 01/08/23 Estimate: 5415

Ln Ch Star	t End	Inventory Code	Break	Start/End	Time Da	ays	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date		Weekdays	Spots/Week	Rate	Rating							
Week: 12/26/22	01/01/23	- 1- 11 1	3 1	\$150.00	2.30							
Week: 01/02/23 N 2 WHAS 12/26	01/08/23			\$150.00 9-10a	2.30	1-	1:00	1	\$180.00 P03	4.70 NM	1	\$180.00
N 2 WIIAO 12/20	122 12/31/22	GMK WEEKEND		3-10a		1-	1.00	'	ψ100.001 03	4.70 INIVI	l '	Ψ100.00
Q4 EST-CS (se	ell)											
Start Date		Weekdays	Spots/Week	Rate	Rating							
Week: 12/26/22	01/01/23	1-	1	\$180.00	4.70	١.٨	/ a a l a l a a		auth Data	Dta Tuna		
Spot Ch Date F		<u>Description</u> .ocal News @ 9a S		/End Time		_	<u>/eekdays</u> Sa	Len	<u>gtn                                    </u>	Rtg Type	l	
See MG 2		.ocai ivews @ 9a o	a 510	u			5a		.00 <del>(\$100.00)</del>	4.10 IVIVI		
		in Bowl Game Spe	cial/BBN Speci	al-msw								
		ocal News @ 12p	M-F 12-1	р		- [	Γ	- 1:	:00 \$180.00	4.70 NM		
M MG for 2.1	1 12/31											
N 3 WHAS 12/26	/22 01/01/23		CM	9-10a		1	:30	1	\$180.00 P03	3.10 NM	1	\$180.00
O4 EST CS (o	oll)	THIS WEEK										
Q4 EST-CS (so Start Date		Weekdays	Spots/Week	Rate	Rating						l	
Week: 12/26/22	01/01/23	1	1	\$180.00	3.10							
N 4 WHAS 12/26	/22 12/30/22	Local News @ 12	2p M-F CM	12-1p	- 1-	- 1	:30	2	\$90.00 P03	3.90 NM	2	\$180.00
		WHAS11 NEWS	AT NOON									
Q4 EST-CS (se		Maralada	0 1 - 00/ 1-	Data	Detien							
Start Date Week: 12/26/22	End Date 01/01/23	<u>Weekdays</u> - 1 1	Spots/Week 2	<u>Rate</u> \$90.00	Rating 3.90						l	
N 5 WHAS 12/26				12-1p			1:00	1	\$180.00 P03	3.90 NM	2	\$360.00
		WHAS11 NEWS						-	*			***************************************
Q4 EST-CS (se												
Start Date		<u>Weekdays</u> 1	Spots/Week	Rate	Rating							
Week: 12/26/22 Week: 01/02/23	01/01/23 01/08/23	- 1	1	\$180.00 \$180.00	3.90 3.90							
N 6 WHAS 12/26		Local News @ 6p	M-F CM	6-630p		- 1	:30	2	\$250.00 P03	8.70 NM	2	\$500.00
		WHAS11 NEWS		•								
Q4 EST-CS (se												
Start Date Week: 12/26/22	End Date 01/01/23	<u>Weekdays</u> 1- 1	Spots/Week 2	Rate \$250.00	Rating 8.70						ł	
N 7 WHAS 12/26				6-630p		1	1:00	1	\$500.00 P03	8 70 NM	2	\$1,000.00
14 7 111110 12/20	722 01702720	WHAS11 NEWS		О ОООР		•	1.00	•	φοσσ.σσ1 σσ	0.70 14101		ψ1,000.00
Q4 EST-CS (se	ell)											
Start Date		<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 12/26/22 Week: 01/02/23	01/01/23 01/08/23	1 1	1	\$500.00 \$500.00	8.70 8.70						l	
N 8 WHAS 12/26			30p Su CM	630-7p		1	1:00	1	\$500.00 P03	9.20 NM	1	\$500.00
		WHAS11 NEWS	•			_		-	***************************************			***************************************
Q4 EST-CS (se				_								
Start Date Week: 12/26/22	End Date 01/01/23	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$500.00	Rating 9.20						l	
N 9 WHAS 12/26			CM	7-730p		1	:30	1	\$250.00 P03	8 30 NM	1	\$250.00
N 9 WIAS 12/20	122 12/23/22	ENTERTAINMEN		7-730p		1	.50	'	Ψ230.001 03	0.50 INIVI	l '	Ψ230.00
Q4 EST-CS (se	ell)											
Start Date		Weekdays	Spots/Week	Rate	Rating							
Week: 12/26/22	01/01/23	1	1	\$250.00	8.30		4.00		Ф500 00 D00	0.00.104	0	<b>#4</b> 000 00
N10 WHAS 12/26	122 01/03/23	ET 7-730p ENTERTAINMEN	CM NT TONIGHT	7-730p	- 1-		1:00	1	\$500.00 P03	8.30 NM	2	\$1,000.00
Q4 EST-CS (se	ell)	_ivi_ivi/aliviviLi										
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 12/26/22	01/01/23	- 1	1	\$500.00	8.30							
Week: 01/02/23	01/08/23	- 1	1	\$500.00	8.30		:30	1	\$250 00 D02	Q OO NINA	2	<b>¢</b> E00.00
N11 WHAS 12/26	122 01/02/23	Inside Ed 730-8p INSIDE EDITION	CM I	730-8p	1		.30	1	\$250.00 P03	o.∠∪ INIVI	_	\$500.00
Q4 EST-CS (se	ell)											
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						I	

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Order / Rev: 2620970 Advertiser: POL/ Kelly Craft / R / Governor / KY

Alt Order #: WOC13961106 Product Desc: 2023 Primary Election WHAS

Flight Dates: 12/26/22 - 01/08/23 Estimate: 5415

Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week 01/02/23   -1   1   \$250.00   8.20
New: 01/02/23   01/08/23   1   1   \$250.00   8.20       N12 WHAS   12/26/22   12/30/22   18/30/25   CM   730-8p   CM   73
N12 WHAS   12/26/22   12/30/22   Inside Ed 730-8p
NSIDE EDITION   Start Date   End Date   Find Date   Weekdays   Spots/Week   Rate   Stort Only
Q4 EST-CS (sell)   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week   Start Date   Star
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rating   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week
New: 12/26/22   01/01/23     1
N13 WHAS   12/26/22   12/31/22   Rockin NYE LF Part 1 CM
NEW YEAR S ROCKIN EVE   SPECIALES-CS (sell)   Start Date   End Date   Weekdays   Spots/Week   Rate   \$500.00   7.00
SPECIALES-CS (sell)   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Spots/Week   Spots/Week   Rate   Rating   Spots/Week   Spots/Week   Spots/Week   Rate   Rating   Spots/Week   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Rating   Spots/Week   Spots/Week   Rate   Rating   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Tool   Start Date   Start Date   End Date   Start Date   End Date   Start Date   Start Date   End Date   Start Date   Start Date   Start Date   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Start Date   Start Date   Start Date   Start Date   Spots/Week   Rate   Rating   Start Date   Start Date   Start Date   Spots/Week   Rate   Rating   Spots/Week   Rate   Rating   Start Date   Start Date   Start Date   Start Date   Spots/Week   Rate   Rating   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week
N14 WHAS   12/26/22   12/31/22   Local News Special   CM   10:00 PM-10:30 PH   1:00   1   \$800.00 P03   11.50 NM   1   \$800.00 P03
N14 WHAS   12/26/22   12/31/22   Local News Special   CM   10:00 PM-10:30 PH1   1:00   1   \$800.00 P03   11.50 NM   2   \$800.00 P03   11.50 NM   2   \$800.00 P03   11.50 NM   1   \$800.00 P03   11.50 NM   1   \$800.00 P03   11.50 NM   2   \$800.
WHAS11 NEWS AT 11 NYE   (10:00 PM-10:30 PM)   Q4 EST-CS (sell)   End Date   Weekdays   Spots/Week   Rate   Rating   \$800.00   11:50
Q4 EST-CS (sell)           Start Date Start Date Start Date Week 12/26/22         End Date O1/01/23         Weekdays O1/01/23         Spots/Week No.00         Rate No.00         Rating No.00         Start Date Start Date Start Date News (2010)         End Date News (2010)         Spots/Week No.00         Rate No.00         Rating No.00         Start Date News (2010)         End Date No.00         Spots/Week No.00         Rate No.00         Rating No.00         Start Date News (2010)         End Date No.00         Spots/Week No.00         Rate No.00         Rating No.00         News (2010)
Start Date   Hol Dat
Week: 12/26/22         01/01/23        1         1         \$800.00         11.50           N15 WHAS 12/26/22         01/02/23         Local News @ 11p M-F CM         11-1135p        1         :30         1         \$200.00 P03         5.30 NM         2         \$400.00           Q4 EST-CS (sell)           Start Date End Date Weekdays Of/02/23         Spots/Week Rate Start Date Raing Poscription Start/End Time News (Program Change-NFL Game-msw)         1         \$200.00         5.30         1         8200.00         5.30         1         8200.00         5.30         1         8200.00         5.30         1         8200.00         5.30         1         8200.00         5.30         1         8200.00         5.30         1         8200.00         8.30         1         8200.00         5.30         1         8200.00         8.30         1         8.200.00         1         8.200.00         1         8.200.00         1         8.200.00         1         8.200.00         1         8.200.00         1         8.200.00         1         8.200.00         1         8.200.00         1         8.200.00         1         8.200.00         1         8.200.00         1         8.200.00         1         8.200.00         1
N15 WHAS 12/26/22 01/02/23 Local News @ 11p M-F CM 11-1135p1 :30 1 \$200.00 P03 5.30 NM WHAS11 NEWS AT 11 M-F/SU  Q4 EST-CS (sell)  Start Date End Date Weekdays Spots/Week Rate   Rating   Week: 01/02/23 01/08/23 1 1 \$200.00 5.30   Week: 01/02/23 01/08/23 1 1 \$200.00 5.30   Spot Ch Date Range Description Start/End Time   Weekdays   Length   Rate   Rtg   Type   2 WHAS 01/02/23-01/08/23 Local News @ 11p M-F   11-1135p   M :30 \$200.00 5.30 NM   See MG 15.3   [Program Change-NFL Game-msw]   3 WHAS 01/02/23-01/08/23 Local News @ 11p M-F DB   Various   M :30 \$200.00 5.30 NM    M MG for 15.2 01/02   N16 WHAS 12/26/22 01/01/23 LN (M-Su)   CM   11-1135p   -1 1 1:00   2 \$400.00 P03 5.30 NM   2 \$800.00   N17 WHAS 01/02/23 01/02/23 01/02/23 NFL Mo Game   CM   7:58 PM-11:30 PM)   To solve   CM   To so
WHAS11 NEWS AT 11 M-F/SU
Q4 EST-CS (sell)         Start Date       End Date       Weekdays       Spots/Week       Rate       Rating         Week: 12/26/22       01/01/23      1       1       \$200.00       5.30         Week: 01/02/23       01/08/23       1       1       \$200.00       5.30         Spot       Ch Date Range       Description       Start/End Time       Weekdays       Length       Rate       Rtg       Type         2 WHAS 01/02/23-01/08/23 Local News @ 11p M-F       11-1135p       M       :30       \$200.00       5.30       NM         See MG 15.3 [Program Change-NFL Game-msw]       M       :30       \$200.00       5.30       NM         3 VHAS 01/02/23-01/08/23 Local News @ 11p M-F DB       Various       M       :30       \$200.00       5.30       NM         Welk of ro 15.2 01/02       UN (M-Su)       CM       11-1135p       -11       1:00       2       \$400.00 P03       5.30       NM       2       \$800.00         Q4 EST-CS (sell)       Start Date       End Date       Weekdays       Spots/Week       Rate       Rating       Rating       NET GAME: BILLS @ BENGAL(7:58 PM-11:30 PM)       1       \$2,500.00 P03       8.30 NM       1       \$2,500.00       1 </td
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating
Week: 12/26/22
Week: 01/02/23       01/08/23       1       1 \$200.00       5.30         Spot       Ch Date Range       Description       Start/End Time       Weekdays       Length       Rate       Rtg Type         2 WHAS 01/02/23-01/08/23 Local News @ 11p M-F       11-1135p       M       :30       \$200.00       5.30       NM         See MG 15.3 [Program Change-NFL Game-msw]       3 VHAS 01/02/23-01/08/23 Local News @ 11p M-F DB       Various       M       :30       \$200.00       5.30       NM
Spot   Ch   Date Range   Description   Start/End Time   M   :30   Weekdays   Length   Rate   Rtg   Type   M   :30   (\$200.00)   5.30   NM   See   MG   15.3   [Program Change-NFL Game-msw]   3 NHAS   01/02/23-01/08/23   Local News @ 11p M-F DB   Various   M   :30   \$200.00   5.30   NM   MG   for 15.2   01/02   N16   WHAS   12/26/22   01/01/23   LN (M-Su)   LN (M-Su)   LN (M-Su)   LN (M-Su)   Q4   EST-CS (sell)   Start   Date   End   Date   Meekdays   Spots/Week   Rate   Rating   Rat
2 WHAS 01/02/23-01/08/23 Local News @ 11p M-F 11-1135p M
See MG 15.3 [Program Change-NFL Game-msw]         3 VHAS 01/02/23-01/08/23 Local News @ 11p M-F DB Various       M       :30 \$200.00 5.30 NM
[Program Change-NFL Game-msw] 3 VHAS 01/02/23-01/08/23 Local News @ 11p M-F DB Various M
3 VHAS 01/02/23-01/08/23 Local News @ 11p M-F DB Various M
MG for 15.2 01/02         N 16 WHAS 12/26/22 01/01/23 LN (M-Su) LN (M-Su) LN (M-Su)
N16 WHAS 12/26/22 01/01/23 LN (M-Su) CM 11-1135p -11 1:00 2 \$400.00 P03 5.30 NM 2 \$800.00 LN (M-Su)  Q4 EST-CS (sell)  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 12/26/22 01/01/23   01/01/23   -11   2 \$400.00   5.30    N17 WHAS 01/02/23 01/02/23 01/02/23 NFL Mo Game   CM   7:58 PM-11:30 PM1   :30   1 \$2,500.00 P03   8.30 NM   1 \$2,500.00 NFL GAME: BILLS @ BENGAL(7:58 PM-11:30 PM)
LN (M-Su)   CA EST-CS (sell)     Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Start Date   Start Date   O1/01/23   O1/02/23   O1/02/2
Q4 EST-CS (sell)         Start Date Week: 12/26/22       End Date O1/01/23       Weekdays Spots/Week Pate No.00       Rate Pate No.00       Rating Start Date Pate No.00       Start Date Pate No.00       Start Date Pate No.00       Start Date Pate No.00       Spots/Week Pate No.00       Rate Pate No.00       Rating Pate No.00       Start Date Pate
Start Date Week: 12/26/22         End Date 01/01/23         Weekdays - 1 1         Spots/Week 2         Rate \$400.00         Rating 5.30           N 17 WHAS         01/02/23         01/02/23         NFL Mo Game NFL GAME: BILLS @ BENGAL(7:58 PM-11:30 PM)         CM         7:58 PM-11:30 PM)         1         \$2,500.00 P03         8.30 NM         1         \$2,500.00
Week: 12/26/22       01/01/23       -11       2       \$400.00       5.30         N17 WHAS 01/02/23 01/02/23 01/02/23 NFL Mo Game NFL GAME: BILLS @ BENGAL(7:58 PM-11:30 PM)       CM 7:58 PM-11:30 PM1 :30       1       \$2,500.00 P03 8.30 NM       1       \$2,500.00 P03 8.
N17 WHAS 01/02/23 01/02/23 NFL Mo Game CM 7:58 PM-11:30 PM1 :30 1 \$2,500.00 P03 8.30 NM 1 \$2,500.00 NFL GAME: BILLS @ BENGAL(7:58 PM-11:30 PM)
NFL GAME: BILLS @ BENGAL(7:58 PM-11:30 PM)
SPORTES-CS (sell)
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 01/02/23 01/08/23 1 1 \$2,500.00 8.30
N18 WHAS 12/26/22 12/31/22 NCAA FB Music City Bo@M 12:00 PM-3:30 PM1- :30 1 \$5,000.00 P03 30.00 NM 1 \$5,000.00
MUSIC CITY BOWL - KENTUC(12:00 PM-3:30 PM)
Start Date End Date Weekdays Spots/Week Rate Rating
Week: 12/26/22 01/01/231- 1 \$5,000.00 30.00

Totals 29 \$15,750.00