

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

WHAS
Primary AE: Robert Cato
Sales Office: TSDAL
Sales Region: NAT

Agency
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%

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: _____
Advertiser External ID: M209268
Agency External ID: 37731AG
Unit Code: General
Order Separation: 00:15:00

Bill Plan

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 Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHAS	12/26/22	01/02/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	- 1- 11--	:30	3	\$150.00	P03	2.30	NM	4	\$600.00
Q4 EST-CS (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/26/22	01/01/23	- 1- 11--		3				\$150.00		2.30			

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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: 12/26/22	01/01/23	- 1- 11--		3				\$150.00		2.30			
		Week: 01/02/23	01/08/23	1-----		1				\$150.00		2.30			
N 2	WHAS	12/26/22	12/31/22	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9-10a	----- 1-	1:00	1	\$180.00	P03	4.70	NM	1	\$180.00
		Q4 EST-CS (sell)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/26/22	01/01/23	----- 1-		1				\$180.00		4.70			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	WHAS	12/26/22-01/01/23	Local News @ 9a Sa	9-10a	----- Sa--	1:00		(\$180.00)		4.70	NM		
		See MG 2.2													
		[Product Sep]-program in Bowl Game Special/BBN Special-msw													
		2	WHAS	01/03/23-01/03/23	Local News @ 12p M-F	12-1p	- T-----	1:00		\$180.00		4.70	NM		
		Ⓜ MG for 2.1 12/31													
N 3	WHAS	12/26/22	01/01/23	This Week Su THIS WEEK	CM	9-10a	----- 1	:30	1	\$180.00	P03	3.10	NM	1	\$180.00
		Q4 EST-CS (sell)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/26/22	01/01/23	----- 1		1				\$180.00		3.10			
N 4	WHAS	12/26/22	12/30/22	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	- 1- 1--	:30	2	\$90.00	P03	3.90	NM	2	\$180.00
		Q4 EST-CS (sell)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/26/22	01/01/23	- 1- 1--		2				\$90.00		3.90			
N 5	WHAS	12/26/22	01/03/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	-- 1----	1:00	1	\$180.00	P03	3.90	NM	2	\$360.00
		Q4 EST-CS (sell)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/26/22	01/01/23	-- 1----		1				\$180.00		3.90			
		Week: 01/02/23	01/08/23	- 1----		1				\$180.00		3.90			
N 6	WHAS	12/26/22	12/30/22	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	-- 1- 1--	:30	2	\$250.00	P03	8.70	NM	2	\$500.00
		Q4 EST-CS (sell)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/26/22	01/01/23	-- 1- 1--		2				\$250.00		8.70			
N 7	WHAS	12/26/22	01/02/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	--- 1---	1:00	1	\$500.00	P03	8.70	NM	2	\$1,000.00
		Q4 EST-CS (sell)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/26/22	01/01/23	--- 1---		1				\$500.00		8.70			
		Week: 01/02/23	01/08/23	1-----		1				\$500.00		8.70			
N 8	WHAS	12/26/22	01/01/23	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	----- 1	1:00	1	\$500.00	P03	9.20	NM	1	\$500.00
		Q4 EST-CS (sell)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/26/22	01/01/23	----- 1		1				\$500.00		9.20			
N 9	WHAS	12/26/22	12/29/22	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	--- 1---	:30	1	\$250.00	P03	8.30	NM	1	\$250.00
		Q4 EST-CS (sell)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/26/22	01/01/23	--- 1---		1				\$250.00		8.30			
N 10	WHAS	12/26/22	01/03/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	- 1-----	1:00	1	\$500.00	P03	8.30	NM	2	\$1,000.00
		Q4 EST-CS (sell)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		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			
N 11	WHAS	12/26/22	01/02/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	-- 1----	:30	1	\$250.00	P03	8.20	NM	2	\$500.00
		Q4 EST-CS (sell)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WHAS	12/26/22	12/30/22	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	----1--	1:00	1	\$500.00	P03	8.20	NM	1	\$500.00
Q4 EST-CS (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		12/26/22	01/01/23	--1----			1			\$250.00			8.20		
Week:		01/02/23	01/08/23	1-----			1			\$250.00			8.20		
N 13	WHAS	12/26/22	12/31/22	Rockin NYE LF Part 1 NEW YEAR S ROCKIN EVE	CM	Various	-----1-	:30	1	\$500.00	P03	7.00	NM	1	\$500.00
SPECIALES-CS (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		12/26/22	01/01/23	-----1-			1			\$500.00			7.00		
N 14	WHAS	12/26/22	12/31/22	Local News Special WHAS11 NEWS AT 11 NYE	CM	10:00 PM-10:30 PM (10:00 PM-10:30 PM)	-----1-	1:00	1	\$800.00	P03	11.50	NM	1	\$800.00
Q4 EST-CS (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		12/26/22	01/01/23	-----1-			1			\$800.00			11.50		
N 15	WHAS	12/26/22	01/02/23	Local News @ 11p M-F WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	---1---	:30	1	\$200.00	P03	5.30	NM	2	\$400.00
Q4 EST-CS (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
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		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
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			
Ⓜ MG for 15.2 01/02															
N 16	WHAS	12/26/22	01/01/23	LN (M-Su) LN (M-Su)	CM	11-1135p	-1----1	1:00	2	\$400.00	P03	5.30	NM	2	\$800.00
Q4 EST-CS (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		12/26/22	01/01/23	-1----1			2			\$400.00			5.30		
N 17	WHAS	01/02/23	01/02/23	NFL Mo Game NFL GAME: BILLS @ BENGAL	CM	7:58 PM-11:30 PM	1-----	:30	1	\$2,500.00	P03	8.30	NM	1	\$2,500.00
SPORTES-CS (sell)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		01/02/23	01/08/23	1-----			1			\$2,500.00			8.30		
N 18	WHAS	12/26/22	12/31/22	NCAA FB Music City Bowl MUSIC CITY BOWL - KENTUC	CM	12:00 PM-3:30 PM	-----1-	:30	1	\$5,000.00	P03	30.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		12/26/22	01/01/23	-----1-			1			\$5,000.00			30.00		
													Totals	29	\$15,750.00