

# ORDER

**Orders**  
**Order / Rev:** 2637826  
**Alt Order #:** WOC13985519  
**Product Desc:** 2023 Primary Election  
**Estimate:** 5439  
**Flight Dates:** 01/30/23 - 02/03/23  
**Original Date / Rev:** 01/24/23 / 01/24/23  
**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
01/30/23	02/03/23	26	\$4,875.00	\$4,143.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2023	26	\$4,875.00	\$4,143.75	150.70
<b>Totals</b>	<b>26</b>	<b>\$4,875.00</b>	<b>\$4,143.75</b>	<b>150.70</b>

**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%	\$4,875.00
Market	100%	\$30,468.75

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	84%	\$25,593.75
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	01/30/23	02/03/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	11111--	:30	5	\$150.00	P03	2.40	NM	5	\$750.00
Q1 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:		01/30/23	02/05/23	11111--		5				\$150.00		2.40			

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Advertiser: POL/ Kelly Craft / R / Governor / KY  
 Product Desc: 2023 Primary Election  
 Estimate: 5439  
**WHAS**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	01/30/23	02/03/23	Local News @ 12p M-F	CM	12-1p	11111--	:30	5	\$90.00	P03	4.50	NM	5	\$450.00
				WHAS11 NEWS AT NOON											
				Q1 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: 01/30/23	02/05/23	11111--					5	\$90.00		4.50			
N 3	WHAS	01/30/23	02/03/23	Local News @ 530p M-F	CM	530-6p	- 1- 11--	:30	3	\$225.00	P03	6.40	NM	3	\$675.00
				WHAS11 NEWS @ 530P											
				Q1 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: 01/30/23	02/05/23	- 1- 11--					3	\$225.00		6.40			
N 4	WHAS	01/30/23	02/03/23	Local News @ 6p M-F	CM	6-630p	11111--	:30	5	\$250.00	P03	8.70	NM	5	\$1,250.00
				WHAS11 NEWS @ 6p											
				Q1 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: 01/30/23	02/05/23	11111--					5	\$250.00		8.70			
N 5	WHAS	01/30/23	02/01/23	ET 7-730p	CM	7-730p	1- 1- - - -	:30	2	\$250.00	P03	8.90	NM	2	\$500.00
				ENTERTAINMENT TONIGHT											
				Q1 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: 01/30/23	02/05/23	1- 1- - - -					2	\$250.00		8.90			
N 6	WHAS	01/30/23	02/02/23	Inside Ed 730-8p	CM	730-8p	- - - 1- - -	:30	1	\$250.00	P03	8.70	NM	1	\$250.00
				INSIDE EDITION											
				Q1 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: 01/30/23	02/05/23	- - - 1- - -					1	\$250.00		8.70			
N 7	WHAS	01/30/23	02/03/23	Local News @ 11p M-F	CM	11-1135p	11111--	:30	5	\$200.00	P03	5.40	NM	5	\$1,000.00
				WHAS11 NEWS AT 11 M-F/SU											
				Q1 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: 01/30/23	02/05/23	11111--					5	\$200.00		5.40			
													Totals	26	\$4,875.00