ORDER

Orders	Order / Rev:	26	53260								
	Alt Order #: Product Desc: Estimate: Flight Dates: Original Date / Rev:		WOC14011085 2023 Primary Election								
			5448 02/27/23 - 03/05/23 02/24/23 / 02/24/23					WHAS			
						- Primary AE:		Robert Cato			
						Sales Offi	ce:	TSDAL			
	Order Type:		eneral			Sales Reg	gion:	NAT			
Agency	Name:	Ах	Media / POL								
	Buying Contact: Billing Contact:					Billing Type:		Cash			
						Billing Ca	lendar:	Broadcast			
		80	800 W 47th St, Suite 200			Billing Cyc	cle:	EOM/EOC			
		Ka	nsas City, MO 6	4112		Agency C	ommission:	15%			
•	News	De		D / O							
Advertiser	Name: Demographic:		POL/ Kelly Craft / R / Governor / KY A55+			New Busi	ness End:				
	Product Codes:		-Candidate: Stat	te Governor ((LUR)		r External ID:	M209268			
	Revenue Code						xternal ID:	37731AG			
	Revenue Code 2	2: (P	OL) Political			Unit Code		General			
	Revenue Code 3		OL) Candidate			Order Sep	paration:	00:15:00			
	Priority:	<u> </u>	P04								
Dill Dian	·					- 1 -					
Bill Plan Start Date E	End Date # S	Spots Gros	ss Amount No	et Amount	Tota Mon		# Spots	Gross Amount	Net Amount	Rating	
		22				ch 2023	# Opol3	\$4,840.00	\$4,114.00	131.40	
02/27/23 0)3/05/23	22	\$4,840.00	\$4,114.0	Tota		22	\$4,840.00	\$4,114.00	131.40	
Account Execut	itives										
Account Executiv		es Office	Sales Region	Start Da	ate / End Da	ate	Order %]			
Robert Cato				Start Of	Order - En	d Of Order	100%	J			
Order Share		Share	Тс	otal							
WHAS		10%	% \$4,840.	.00							
Market											
		100%	% \$48,400.	00							
Competitive Sha	are	100% Share		.00 otal							
Competitive Sh	are		Тс								
CABLE UNKWN	are	Share 0% 90%	Tc % \$0. % \$43,560.	otal .00 .00							
CABLE UNKWN WAVE	are	Share 09 909 09	Tc % \$0. % \$43,560. % \$0.	otal .00 .00 .00							
CABLE UNKWN WAVE WBKI	are	Share 09 909 09 09	Tc % \$0. % \$43,560. % \$0. % \$0.	otal .00 .00 .00							
CABLE UNKWN WAVE WBKI WBNA	are	Share 09 909 09 09	To % \$0. % \$43,560. % \$0. % \$0. % \$0.	otal 00 00 00 00 00							
CABLE UNKWN WAVE WBKI WBNA WDRB	are	Share 09 909 09 09 09	To % \$0. % \$43,560. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0.	otal .00 .00 .00 .00 .00 .00							
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE	are	Share 09 909 09 09 09 09	To % \$0. % \$43,560. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0.	Dtal .00 .00 .00 .00 .00 .00 .00							
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ	are	Share 09 909 09 09 09 09 09	Tc % \$0. % \$43,560. % \$43,560. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0.	Dtal .00 .00 .00 .00 .00 .00 .00 .00							
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC	are	Share 09 909 09 09 09 09 09 09	Tc % \$0. % \$43,560. % \$43,560. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0.	Dtal .00 .00 .00 .00 .00 .00 .00 .00 .00							
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ	are	Share 09 909 09 09 09 09 09	Tc % \$0. % \$43,560. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0.	Dtal .00 .00 .00 .00 .00 .00 .00 .00							
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT	are	Share 09 909 09 09 09 09 09 09 09	Tc % \$0. % \$43,560. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0. % \$0.	btal .00							
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY	Start End	Share 909 09 09 09 09 09 09 09 09 09 09	To % \$0. % \$43,560. % \$0.	Dtal .00	End Time	Days	Len Spots	Rate Pri Rtg		Amount	
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY Ln Ch S N 1 WHAS 02	Start End 2/27/23 03/03/23	Share 909 09 09 09 09 09 09 09 09 09 09	To % \$43,560. % \$43,560. % \$43,560. % \$0.	Dtal .00	End Time	Days 1-1-1	-	Rate Pri Rtg \$150.00 P03 2.20			
CABLE UNKWN WAVE WBKI WBNA WDRB WFTE WKMJ WKPC WKZT WLKY	<u>Start End</u> 2/27/23 03/03/23 S (sell)	Share 09 909 09 09 09 09 09 09 09 09 09 09 09	To % \$0. % \$43,560. % \$0.	Dtal .00 .01 .02 .03 .04 .05			-	-		Amount \$450.00	

Start Date	End Date	Weekdays	Spots/Week	Rate
Week: 02/27/23	03/05/23	1-1-1	3	\$150.00

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Order / Rev:	2653260	Advertiser:	POL/ Kelly Craft / R / Governor / KY	
Alt Order #:	WOC14011085	Product Desc:	2023 Primary Election	WHAS
Flight Dates:	02/27/23 - 03/05/23	Estimate:	5448	

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
	tart Date	End Date	<u>Weekdays</u> 1- 1- 1	Spots/Week	Rate	Rating						
Week: 0		03/05/23	Good Morning Am		\$150.00 7-9a	2.20	:30	2	\$200.00 P03	3.80 NM	2	\$400.00
			GOOD MORNING									
	ST-CS (sel tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 0		03/05/23	- 1- 1	2	\$200.00	3.80						
N 3 WHAS	S 02/27/2	23 03/04/23	Local News @ 9a		9-10a	1-	:30	1	\$90.00 P03	4.80 NM	1	\$90.00
Q1 ES	ST-CS (sel	D	GMK WEEKEND	9-10A								
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 0		03/05/23	1-	1	\$90.00	4.80			•			• · · · · · ·
N 4 WHAS	S 02/27/2	23 03/05/23	This Week Su THIS WEEK	CM	9-10a	1	:30	1	\$180.00 P03	3.20 NM	1	\$180.00
Q1 ES	ST-CS (sel	I)										
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 0		03/05/23	Local News @ 6p	M-F CM	\$180.00 6-630p	3.20	:30	3	\$250.00 P03	8.50 NM	3	\$750.00
			WHAS11 NEWS		0.000b			U	¢200.001.00	0.00	Ū	<i>Q</i> ¹ CC ¹ C
	ST-CS (sel		Maakdaya	Spoto/Mook	Doto	Dating						
<u>S</u> Week: 0	tart Date 2/27/23	End Date 03/05/23	<u>Weekdays</u> 1-11	Spots/Week 3	<u>Rate</u> \$250.00	Rating 8.50						
N 6 WHAS	S 02/27/2	23 03/04/23	Local News @ 63	0p Sa CM	630-7p	1-	:30	1	\$120.00 P03	9.20 NM	1	\$120.00
	ST-CS (sel	n	WHAS11 NEWS	@ 6:30p								
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 0		03/05/23	1-	1	\$120.00	9.20						
N 7 WHAS	S 02/27/2	23 03/05/23	Local News @ 63	•	630-7p	1	:30	1	\$250.00 P03	11.10 NM	1	\$250.00
Q1 ES	ST-CS (sel	I)	WHAS11 NEWS	SUNDAY								
<u>S</u>	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 0		03/05/23	1	1	\$250.00	11.10	.20		¢050.00.000	0.70 NIM	0	¢500.00
N 8 WHA	5 02/27/2	23 03/03/23	ET 7-730p ENTERTAINMEN	CM IT TONIGHT	7-730p	- 1 1	:30	2	\$250.00 P03	8.70 NIVI	2	\$500.00
Q1 ES	ST-CS (sel	I)										
<u>S</u> Week: 0	tart Date	End Date 03/05/23	<u>Weekdays</u> - 1 1	Spots/Week 2	<u>Rate</u> \$250.00	Rating 8.70						
		23 03/03/23	Fri Prime A	CM		0 PM1	:30	1	\$475.00 P03	6.10 NM	1	\$475.00
			SHARK TANK FF			-			• • • • • • •			,
	ST-CS (sel tart Date	l) End Date	Weekdays	Spots/Week	Poto	Poting						
Week: 0		03/05/23	1	<u>- 3pols/Week</u> 1	<u>Rate</u> \$475.00	<u>Rating</u> 6.10						
N10 WHAS	S 02/27/2	23 03/05/23	Sun Prime A	СМ		00 PM 1	:30	1	\$475.00 P03	8.40 NM	1	\$475.00
	ST-CS (sel	I)	AMERICA'S FUN	INIEST HOME								
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 0		03/05/23	1	1	\$475.00	8.40						
N11 WHAS	S 02/27/2	23 03/03/23	Local News @ 11 WHAS11 NEWS	•	11-1135p	11111	:30	5	\$200.00 P03	5.40 NM	5	\$1,000.00
Q1 ES	ST-CS (sel	I)	WHASTI NEWS)							
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 0		03/05/23	11111 Local News @ 11	5	\$200.00	5.40	:30	1	\$150.00 P03	4.50 NIM	1	\$150.00
	5 02/21/2	23 03/04/23	WHAS11 NEWS	•	11-1135p	1-	.30	I	φ150.00 P03	4.50 INIVI		φ100.00
	ST-CS (sel				_							
<u>S</u> Week: 0	tart Date	End Date 03/05/23	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$150.00	Rating 4.50						
	-,21,20	00,00,20	*	I	ψ100.00	 0				Totals	22	\$4,840.00
										1 51015	~~	ψ-,0-τ0.00