

ORDER

Orders
Order / Rev: 2689290
Alt Order #: WOC14100942
Product Desc: 2023 Primary Election
Estimate: 5546
Flight Dates: 04/10/23 - 04/16/23
Original Date / Rev: 04/06/23 / 04/13/23
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
03/27/23	04/16/23	68	\$11,980.00	\$10,183.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	68	\$11,980.00	\$10,183.00	310.50
Totals	68	\$11,980.00	\$10,183.00	310.50

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	12%	\$11,980.00
Market	100%	\$99,833.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$87,853.33
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	04/10/23	04/14/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	11111--	:30	5	\$80.00	P04	2.20	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/23	04/16/23	11111--		5				\$80.00		2.20			

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WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHAS	04/10/23	04/14/23	Good Morning America	CM	7-9a	11111--	:30	5	\$120.00	P04	3.70	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/23	04/16/23	11111--					5	\$80.00		2.20			
		GOOD MORNING AMERICA													
N 3	WHAS	04/10/23	04/15/23	Good Morning America	CM	7-9a	-----1-	:30	1	\$90.00	P03	3.60	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/23	04/16/23	11111--					5	\$120.00		3.70			
		GOOD MORNING AMERICA													
N 4	WHAS	04/10/23	04/15/23	Local News @ 9a Sa	CM	9-10a	-----1-	:30	1	\$90.00	P03	4.30	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/23	04/16/23	-----1-					1	\$90.00		3.60			
		GMK WEEKEND 9-10A													
N 5	WHAS	04/10/23	04/15/23	Big Blue Nat. 10-1030a	CM	10-1030a	-----1-	:30	1	\$150.00	P04	2.40	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/23	04/16/23	-----1-					1	\$150.00		2.40			
		BBN-TV													
N 6	WHAS	04/10/23	04/16/23	Good Morning America	CM	8-9a	-----1	:30	1	\$100.00	P03	3.60	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/23	04/16/23	-----1					1	\$100.00		3.60			
		GOOD MORNING AMERICA													
N 7	WHAS	04/10/23	04/16/23	This Week Su	CM	9-10a	-----1	:30	1	\$100.00	P04	2.90	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/23	04/16/23	-----1					1	\$100.00		2.90			
		THIS WEEK													
N 8	WHAS	04/10/23	04/14/23	Great Day Live 9-10a	CM	9-10a	11111--	:30	5	\$40.00	P04	1.80	NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/23	04/16/23	11111--					5	\$40.00		1.80			
		GREAT DAY LIVE													
		<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	04/10/23-04/16/23	Great Day Live 9-10a		9-10a		MTWThF----	:30	(\$40.00)	1.80	NM		
		See MG 9.6,9.7,9.8													
		[Recon Preempt-Breaking News: DNA- Shooting Coverage]													
N 9	WHAS	04/10/23	04/14/23	Local News @ 12p M-F	CM	12-1p	11111--	:30	5	\$50.00	P04	3.50	NM	7	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/23	04/16/23	11111--					5	\$50.00		3.50			
		WHAS11 NEWS AT NOON													
		<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	04/10/23-04/16/23	Local News @ 12p M-F		12-1p		MTWThF----	:30	(\$50.00)	3.50	NM		
		See MG 9.6,9.7,9.8													
		[Recon Preempt-Breaking News: DNA- Shooting Coverage]													
		2	WHAS	04/10/23-04/16/23	Local News @ 12p M-F		12-1p		MTWThF----	:30	(\$50.00)	3.50	NM		
		See MG 9.9													
		[Recon Preempt-Breaking News: DNA- Press Conference]													
		6	WHAS	04/12/23-04/16/23	Local News @ 12p M-F		12-1p		--WThF----	:30	\$50.00	3.50	NM		
		Ⓜ MG for 8.1,9.1,13.1													
		7	WHAS	04/12/23-04/16/23	Local News @ 530p M-F		530-6p		--WTh-----	:30	\$140.00	5.30	NM		
		Ⓜ MG for 8.1,9.1,13.1													
		8	WHAS	04/12/23-04/16/23	Great Day Live 9-10a		9-10a		--WThF----	:30	\$40.00	1.80	NM		
		Ⓜ MG for 8.1,9.1,13.1													
		9	WHAS	04/10/23-04/16/23	Local News @ 4p M-F		4-5p		---ThF----	:30	\$50.00	3.50	NM		
		Ⓜ MG for 9.2 04/11													
N 10	WHAS	04/10/23	04/13/23	GMA3	CM	1-2p	-111---	:30	3	\$50.00	P04	2.50	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/23	04/16/23	-111---					3	\$50.00		2.50			
		GMA3													
N 11	WHAS	04/10/23	04/14/23	General Hospital	CM	2-3p	1-1-1--	:30	3	\$70.00	P04	2.50	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 04/10/23	04/16/23	1-1-1--					3	\$70.00		2.50			
		GENERAL HOSPITAL													

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WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WHAS	04/10/23	04/13/23	Daily Blast Live 3-4p DAILY BLAST LIVE!	CM	3-4p	- 1- 1- - -	:30	2	\$40.00	P04	2.10	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	1- 1- 1- -					3	\$70.00		2.50			
N 13	WHAS	04/10/23	04/13/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	1- 11- - -	:30	3	\$140.00	P04	5.30	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	- 1- 1- - -					2	\$40.00		2.10			
<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	04/10/23-04/16/23		Local News @ 530p M-F		530-6p	M- WTh- - - - -	:30		(\$140.00)		5.30	NM		
See MG 9.6,9.7,9.8 [Recon Preempt-Breaking News: DNA- Shooting Coverage]															
2	WHAS	04/10/23-04/16/23		Local News @ 530p M-F		530-6p	M- WTh- - - - -	:30		(\$140.00)		5.30	NM		
See MG 13.4															
4	WHAS	04/10/23-04/16/23		Local News @ 530p M-F		530-6p	- - - - - F- - - -	:30		\$140.00		5.30	NM		
Ⓜ MG for 13.2 04/12															
N 14	WHAS	04/10/23	04/14/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	11111- -	:30	5	\$250.00	P03	7.60	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	11111- -					5	\$250.00		7.60			
3	WHAS	04/10/23-04/16/23		Local News @ 6p M-F		6-630p	MTWThF- - - - -	:30		(\$250.00)		7.60	NM		
Credited [cr]															
N 15	WHAS	04/10/23	04/14/23	ABC World News ABC WORLD NEWS 630P	CM	630-7p	- 1- - 1- -	:30	2	\$600.00	P04	10.20	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	- 1- - 1- -					2	\$600.00		10.20			
N 16	WHAS	04/10/23	04/15/23	Local News @ 630p Sa WHAS11 NEWS @ 6:30p	CM	630-7p	- - - - - 1-	:30	1	\$120.00	P03	3.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	- - - - - 1-					1	\$120.00		3.00			
N 17	WHAS	04/10/23	04/16/23	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	- - - - - 1	:30	1	\$250.00	P03	8.60	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	- - - - - 1					1	\$250.00		8.60			
N 18	WHAS	04/10/23	04/14/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	- 11- 1- -	:30	3	\$250.00	P03	7.50	NM	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:		04/10/23	04/16/23	- 11- 1- -					3	\$250.00		7.50			
N 19	WHAS	04/10/23	04/13/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	1- - 1- - -	:30	2	\$250.00	P03	7.30	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	1- - 1- - -					2	\$250.00		7.30			
N 20	WHAS	04/10/23	04/10/23	Mon Prime Other AMERICAN IDOL MON	CM	8-11p	1- - - - -	:30	1	\$800.00	P03	9.30	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	1- - - - -					1	\$800.00		9.30			
N 21	WHAS	04/10/23	04/10/23	Mon Prime C THE GOOD DOCTOR	CM	10-11p	1- - - - -	:30	1	\$450.00	P04	5.50	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	1- - - - -					1	\$450.00		5.50			
N 22	WHAS	04/10/23	04/11/23	Tue Prime A THE ROOKIE	CM	8-9p	- 1- - - - -	:30	1	\$300.00	P04	6.80	NM	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:		04/10/23	04/16/23	- 1- - - - -					1	\$300.00		6.80			
N 23	WHAS	04/10/23	04/13/23		CM	8-9p	- - - 1- - -	:30	1	\$500.00	P04	6.90	NM	1	\$500.00

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WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Thu Prime A STATION 19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	---1---					1	\$500.00		6.90			
N24	WHAS	04/10/23	04/13/23	Thu Prime C ALASKA DAILY	CM	10-11p	---1---	:30	1	\$300.00	P04	4.50	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	---1---					1	\$300.00		4.50			
<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	04/10/23-04/16/23		Thu Prime C		10-11p	---Th----	:30		(\$300.00)		4.50	NM		
See MG 24.2,24.3 [Input Error-incorrect inv code/Thu Pri Oth-msw]															
2	WHAS	04/10/23-04/16/23		Fri Prime Other		8-11p	-----F----	:30		\$250.00		4.50	NM		
Ⓜ MG for 24.1 04/13															
3	WHAS	04/10/23-04/16/23		Local News @ 12p M-F		12-1p	MTWThF----	:30		\$50.00		0.00	NM		
Ⓜ MG for 24.1 04/13															
N25	WHAS	04/10/23	04/14/23	Fri Prime A SHARK TANK FRI	CM	8-9p	----1--	:30	1	\$300.00	P04	5.20	NM	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:		04/10/23	04/16/23	----1--					1	\$300.00		5.20			
N26	WHAS	04/10/23	04/14/23	Fri Prime Other 20/20	CM	9:00 PM-11:00 PM (9:00 PM-11:00 PM)	----1--	:30	1	\$250.00	P04	4.90	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	----1--					1	\$250.00		4.90			
N27	WHAS	04/10/23	04/16/23	Sun Prime A AMERICA'S FUNNIEST HOME	CM	7-8p	-----1	:30	1	\$300.00	P04	9.90	NM	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:		04/10/23	04/16/23	-----1					1	\$300.00		9.90			
N28	WHAS	04/10/23	04/16/23	Sun Prime Other 2nd Half AMERICAN IDOL SUN	CM	6-10p	-----1	:30	1	\$1,200.00	P03	10.10	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	-----1					1	\$1,200.00		10.10			
N29	WHAS	04/10/23	04/16/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	1111--1	:30	5	\$120.00	P04	5.20	NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	1111--1					5	\$120.00		5.20			
N30	WHAS	04/10/23	04/13/23	Jimmy Kimmel JIMMY KIMMEL	CM	1135p-1237a	1-11---	:30	3	\$60.00	P03	2.90	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	1-11---					3	\$60.00		2.90			
N31	WHAS	04/10/23	04/14/23	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	530-6p	----F--	:30	1	\$140.00	P04	5.30	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/10/23	04/16/23	----F--					1	\$140.00		5.30			
													Totals	68	\$11,980.00