

ORDER

Orders
Order / Rev: 2698134
Alt Order #: WOC14116553
Product Desc: 2023 Primary Election
Estimate: 5625
Flight Dates: 05/01/23 - 05/07/23
Original Date / Rev: 04/28/23 / 04/28/23
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
05/01/23	05/07/23	79	\$15,410.00	\$13,098.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2023	79	\$15,410.00	\$13,098.50	361.30
Totals	79	\$15,410.00	\$13,098.50	361.30

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	9%	\$15,410.00
Market	100%	\$171,222.22

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	91%	\$155,812.22
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	05/01/23	05/05/23	Local News @ 6a M-F GMK @ 6A	CM	6:00 AM-7:00 AM	11111--	:30	5	\$150.00	P03	2.20	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		05/01/23	05/07/23	11111--	5	\$150.00	2.20								

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	11111--					5	\$150.00		2.20			
N 2	WHAS	05/01/23	05/05/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	11111--	:30	5	\$200.00	P03	3.70	NM	5	\$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:		05/01/23	05/07/23	11111--					5	\$200.00		3.70			
N 3	WHAS	05/05/23	05/05/23	Local News Special Local News Special	CM	Various	----F--	:30	1	\$50.00	P04	3.60	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	----F--					1	\$50.00		3.60			
N 4	WHAS	05/05/23	05/05/23	Local News Special Local News Special	CM	Various	----F--	:30	1	\$50.00	P04	4.30	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	----F--					1	\$50.00		4.30			
N 5	WHAS	05/01/23	05/06/23	Big Blue Nat. 10-1030a BBN-TV	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:		05/01/23	05/07/23	-----1-					1	\$150.00		2.40			
N 6	WHAS	05/01/23	05/07/23	Good Morning America 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:		05/01/23	05/07/23	-----1					1	\$100.00		3.60			
N 7	WHAS	05/01/23	05/07/23	This Week Su THIS WEEK	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:		05/01/23	05/07/23	-----1					1	\$100.00		2.90			
N 8	WHAS	05/01/23	05/05/23	Great Day Live 9-10a GREAT DAY LIVE	CM	9-10a	11111--	:30	5	\$40.00	P04	1.80	NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	11111--					5	\$40.00		1.80			
N 9	WHAS	05/01/23	05/04/23	Access Daily 10-11a ACCESS DAILY	CM	10-11a	-1-1---	:30	2	\$30.00	P04	1.40	NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	-1-1---					2	\$30.00		1.40			
N 10	WHAS	05/01/23	05/05/23	The View THE VIEW	CM	11-12p	1-1-1--	:30	3	\$60.00	P04	2.50	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:		05/01/23	05/07/23	1-1-1--					3	\$60.00		2.50			
N 11	WHAS	05/01/23	05/05/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	11111--	:30	5	\$50.00	P04	3.50	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	11111--					5	\$50.00		3.50			
N 12	WHAS	05/01/23	05/05/23	GMA3 GMA3	CM	1-2p	-1--1--	:30	2	\$50.00	P04	2.50	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	-1--1--					2	\$50.00		2.50			
N 13	WHAS	05/01/23	05/04/23	General Hospital GENERAL HOSPITAL	CM	2-3p	1-11---	: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:		05/01/23	05/07/23	1-11---					3	\$70.00		2.50			
N 14	WHAS	05/01/23	05/05/23	Daily Blast Live 3-4p DAILY BLAST LIVE!	CM	3-4p	111----	:30	3	\$40.00	P04	2.10	NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	111----					3	\$40.00		2.10			
N 15	WHAS	05/01/23	05/04/23	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	530-6p	--11---	:30	2	\$225.00	P03	5.30	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	--11---					2	\$225.00		5.30			
N 16	WHAS	05/01/23	05/05/23		CM	6-630p		:30	5	\$250.00	P03	7.60	NM	5	\$1,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 6p M-F			11111--								
				WHAS11 NEWS @ 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	11111--		5				\$250.00		7.60			
N17	WHAS	05/01/23	05/05/23	ABC World News	CM	630-7p	1--11--	:30	3	\$600.00	P04	10.20	NM	3	\$1,800.00
				ABC WORLD NEWS 630P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	1--11--		3				\$600.00		10.20			
N18	WHAS	05/01/23	05/06/23	Local News @ 630p Sa	CM	630-7p	-----1-	:30	1	\$120.00	P03	3.00	NM	1	\$120.00
				WHAS11 NEWS @ 6:30p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	-----1-		1				\$120.00		3.00			
N19	WHAS	05/01/23	05/07/23	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$250.00	P03	8.60	NM	1	\$250.00
				WHAS11 NEWS SUNDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	-----1		1				\$250.00		8.60			
N20	WHAS	05/01/23	05/05/23	ET 7-730p	CM	7-730p	-11-1--	:30	3	\$250.00	P03	7.50	NM	3	\$750.00
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	-11-1--		3				\$250.00		7.50			
N21	WHAS	05/01/23	05/04/23	Inside Ed 730-8p	CM	730-8p	1--1---	:30	2	\$250.00	P03	7.30	NM	2	\$500.00
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	1--1---		2				\$250.00		7.30			
N22	WHAS	05/01/23	05/01/23	Mon Prime Other	CM	8-11p	1-----	:30	1	\$800.00	P03	9.30	NM	1	\$800.00
				AMERICAN IDOL MON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	1-----		1				\$800.00		9.30			
N23	WHAS	05/01/23	05/01/23	Mon Prime C	CM	10-11p	1-----	:30	1	\$450.00	P04	5.50	NM	1	\$450.00
				THE GOOD DOCTOR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	1-----		1				\$450.00		5.50			
N24	WHAS	05/01/23	05/02/23	Tue Prime A	CM	8-9p	-1-----	:30	1	\$500.00	P03	6.80	NM	1	\$500.00
				THE ROOKIE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	-1-----		1				\$500.00		6.80			
N25	WHAS	05/01/23	05/03/23	Wed Prime C	CM	10-11p	--1----	:30	1	\$300.00	P04	3.30	NM	1	\$300.00
				A MILLION LITTLE THINGS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	--1----		1				\$300.00		3.30			
N26	WHAS	05/01/23	05/04/23	Thu Prime A	CM	8-9p	---1---	:30	1	\$500.00	P04	6.90	NM	1	\$500.00
				STATION 19											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	---1---		1				\$500.00		6.90			
N27	WHAS	05/01/23	05/05/23	Fri Prime A	CM	8-9p	----1--	:30	1	\$300.00	P04	5.20	NM	1	\$300.00
				SHARK TANK FRI											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	----1--		1				\$300.00		5.20			
N28	WHAS	05/01/23	05/07/23	Sun Prime A	CM	7-8p	-----1	:30	1	\$300.00	P04	9.90	NM	1	\$300.00
				AMERICA'S FUNNIEST HOME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	-----1		1				\$300.00		9.90			
N29	WHAS	05/01/23	05/07/23	Sun Prime Other 2nd Hal	CM	6-10p	-----1	:30	1	\$1,200.00	P03	10.10	NM	1	\$1,200.00
				AMERICAN IDOL SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	-----1		1				\$1,200.00		10.10			
N30	WHAS	05/01/23	05/07/23	LN (M-Su)	CM	11-1135p	11111-2	:30	7	\$120.00	P04	5.20	NM	7	\$840.00
				WHAS11 NEWS AT 11 M-F/SU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	11111-2		7				\$120.00		5.20			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	11111-2		7				\$120.00		5.20			
N31	WHAS	05/01/23	05/05/23	Jimmy Kimmel JIMMY KIMMEL	CM	1135p-1237a	11111--	:30	5	\$60.00	P03	2.90	NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	11111--		5				\$60.00		2.90			
N32	WHAS	05/01/23	05/06/23	NBA Playoffs DT Game 1 NBA Playoffs DT Game 1	CM	Various	-----1-	:30	1	\$700.00	P03	7.70	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	-----1-		1				\$700.00		7.70			
N33	WHAS	05/01/23	05/06/23	NBA Playoffs Prime Game NBA PLAYOFFS	CM	8:00 PM-11:00 PM	-----1-	:30	1	\$700.00	P03	7.30	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/01/23	05/07/23	-----1-		1				\$700.00		7.30			
N34	WHAS	05/01/23	05/05/23	Great Day Live 9-10a Great Day Live 9-10a	CM	9-10a	MTWTF--	:30	2	\$40.00	P04	4.30	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:		05/01/23	05/07/23	MTWTF--		2				\$40.00		4.30			
													Totals	79	\$15,410.00