

ORDER

Orders
Order / Rev: 2633389
Alt Order #: WOC13977688
Product Desc: 2023 Primary Election
Estimate: 5432
Flight Dates: 01/16/23 - 01/22/23
Original Date / Rev: 01/12/23 / 01/12/23
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
12/26/22	01/22/23	36	\$10,010.00	\$8,508.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
January 2023	36	\$10,010.00	\$8,508.50	204.50
Totals	36	\$10,010.00	\$8,508.50	204.50

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	19%	\$10,010.00
Market	100%	\$52,684.21

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	81%	\$42,674.21
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	01/16/23	01/20/23	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:		01/16/23	01/22/23	11111--		5				\$150.00		2.40			

Order / Rev: 2633389
 Alt Order #: WOC13977688
 Flight Dates: 01/16/23 - 01/22/23

Advertiser: POL/ Kelly Craft / R / Governor / KY
 Product Desc: 2023 Primary Election
 Estimate: 5432
WHAS

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: 01/16/23	01/22/23	11111--		5				\$150.00		2.40			
N 2	WHAS	01/16/23	01/20/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	- 11- 1--	:30	3	\$200.00	P03	4.30	NM	3	\$600.00
		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: 01/16/23	01/22/23	- 11- 1--		3				\$200.00		4.30			
N 3	WHAS	01/16/23	01/21/23	Good Morning America GOOD MORNING AMERICA	CM	7:00 AM-9:00 AM	----- 1-	:30	1	\$90.00	P03	3.80	NM	1	\$90.00
		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: 01/16/23	01/22/23	----- 1-		1				\$90.00		3.80			
N 4	WHAS	01/16/23	01/21/23	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9-10a	----- 1-	:30	1	\$90.00	P03	5.00	NM	1	\$90.00
		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: 01/16/23	01/22/23	----- 1-		1				\$90.00		5.00			
N 5	WHAS	01/16/23	01/22/23	ROS EM (Su) 6-8a GMK WEEKEND 6-8A	CM	6:00 AM-8:00 AM	----- 1	:30	1	\$30.00	P03	1.70	NM	1	\$30.00
		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: 01/16/23	01/22/23	----- 1		1				\$30.00		1.70			
N 6	WHAS	01/16/23	01/22/23	Good Morning America GOOD MORNING AMERICA	CM	8-9a	----- 1	:30	1	\$100.00	P03	4.00	NM	1	\$100.00
		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: 01/16/23	01/22/23	----- 1		1				\$100.00		4.00			
N 7	WHAS	01/16/23	01/22/23	This Week Su THIS WEEK	CM	9-10a	----- 1	:30	1	\$180.00	P03	3.20	NM	1	\$180.00
		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: 01/16/23	01/22/23	----- 1		1				\$180.00		3.20			
N 8	WHAS	01/16/23	01/20/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	- 1- 11--	:30	3	\$90.00	P03	4.50	NM	3	\$270.00
		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: 01/16/23	01/22/23	- 1- 11--		3				\$90.00		4.50			
N 9	WHAS	01/16/23	01/20/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	11111--	:30	5	\$250.00	P03	8.70	NM	5	\$1,250.00
		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: 01/16/23	01/22/23	11111--		5				\$250.00		8.70			
N 10	WHAS	01/16/23	01/22/23	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	----- 1	:30	1	\$250.00	P03	9.20	NM	1	\$250.00
		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: 01/16/23	01/22/23	----- 1		1				\$250.00		9.20			
N 11	WHAS	01/16/23	01/19/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	11- 1---	:30	3	\$250.00	P03	8.90	NM	3	\$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: 01/16/23	01/22/23	11- 1---		3				\$250.00		8.90			
N 12	WHAS	01/16/23	01/20/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	-- 1- 1--	:30	2	\$250.00	P03	8.70	NM	2	\$500.00
		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: 01/16/23	01/22/23	-- 1- 1--		2				\$250.00		8.70			
N 13	WHAS	01/16/23	01/19/23	Thu Prime A CELEBRITY JEOPARDY	CM	8-9p	--- 1---	:30	1	\$800.00	P03	7.10	NM	1	\$800.00
		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: 01/16/23	01/22/23	--- 1---		1				\$800.00		7.10			

Order / Rev: 2633389
 Alt Order #: WOC13977688
 Flight Dates: 01/16/23 - 01/22/23

Advertiser: POL/ Kelly Craft / R / Governor / KY
 Product Desc: 2023 Primary Election
 Estimate: 5432
WHAS

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: 01/16/23	01/22/23	--- 1---		1				\$800.00		7.10			
N14	WHAS	01/16/23	01/21/23	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT	CM	11-1135p	----- 1-	:30	1	\$150.00	P03	5.30	NM	1	\$150.00
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: 01/16/23	01/22/23	----- 1-		1				\$150.00		5.30			
N15	WHAS	01/16/23	01/22/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	11111- 1	:30	6	\$200.00	P03	5.40	NM	5	\$1,000.00
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: 01/16/23	01/22/23	- 1111- 1		5				\$200.00		5.40			
N16	WHAS	01/16/23	01/16/23	NFL Wild Card Game NFL WILD CARD	CM	Various	1-----	:30	1	\$3,000.00	P03	12.20	NM	1	\$3,000.00
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: 01/16/23	01/22/23	1-----		1				\$3,000.00		12.20			
N17	WHAS	01/16/23	01/16/23	Local News @ 11p M-F DB Local News @ 11p M-F DB	DM	Various	M-----	:30	1	\$200.00	P03	0.00	NM	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: 01/16/23	01/22/23	M-----		1				\$200.00		0.00			
													Totals	36	\$10,010.00