

# ORDER

**Orders**  
**Order / Rev:** 2651967  
 Alt Order #: WOC14008551  
 Product Desc: 2023 Primary Election  
 Estimate: 5443  
 Flight Dates: 02/23/23 - 02/26/23  
 Original Date / Rev: 02/22/23 / 02/22/23  
 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	02/26/23	26	\$5,360.00	\$4,556.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2023	26	\$5,360.00	\$4,556.00	154.10
<b>Totals</b>	<b>26</b>	<b>\$5,360.00</b>	<b>\$4,556.00</b>	<b>154.10</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	10%	\$5,360.00
Market	100%	\$53,600.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$48,240.00
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	02/20/23	02/24/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	--- 11--	:30	2	\$150.00	P03	2.20	NM	2	\$300.00
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:		02/20/23	02/26/23	--- 11--		2				\$150.00		2.20			

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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: 02/20/23	02/26/23	--- 11--		2				\$150.00		2.20			
N 2	WHAS	02/20/23	02/24/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	--- 11--	:30	2	\$200.00	P03	3.80	NM	2	\$400.00
		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: 02/20/23	02/26/23	--- 11--		2				\$200.00		3.80			
N 3	WHAS	02/20/23	02/25/23	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9-10a	----- 1-	:30	1	\$90.00	P03	4.80	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: 02/20/23	02/26/23	----- 1-		1				\$90.00		4.80			
N 4	WHAS	02/20/23	02/26/23	Good Morning America GOOD MORNING AMERICA	CM	8-9a	----- 1	:30	1	\$100.00	P03	3.80	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: 02/20/23	02/26/23	----- 1		1				\$100.00		3.80			
N 5	WHAS	02/20/23	02/26/23	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: 02/20/23	02/26/23	----- 1		1				\$180.00		3.20			
N 6	WHAS	02/20/23	02/24/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	--- 12--	:30	3	\$90.00	P03	4.00	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: 02/20/23	02/26/23	--- 12--		3				\$90.00		4.00			
N 7	WHAS	02/20/23	02/24/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	--- 11--	:30	2	\$250.00	P03	8.50	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: 02/20/23	02/26/23	--- 11--		2				\$250.00		8.50			
N 8	WHAS	02/20/23	02/25/23	Local News @ 630p Sa WHAS11 NEWS @ 6:30p	CM	630-7p	----- 1-	:30	1	\$120.00	P03	9.20	NM	1	\$120.00
		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: 02/20/23	02/26/23	----- 1-		1				\$120.00		9.20			
N 9	WHAS	02/20/23	02/26/23	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	----- 1	:30	1	\$250.00	P03	11.10	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: 02/20/23	02/26/23	----- 1		1				\$250.00		11.10			
N 10	WHAS	02/20/23	02/24/23	Inside Ed 730-8p ENTERTAINMENT TONIGHT	CM	730-8p	--- 11--	: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: 02/20/23	02/26/23	--- 11--		2				\$250.00		8.70			
N 11	WHAS	02/20/23	02/24/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	--- 11--	:30	2	\$250.00	P03	8.30	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: 02/20/23	02/26/23	--- 11--		2				\$250.00		8.30			
N 12	WHAS	02/20/23	02/24/23	Fri Prime A SHARK TANK FRI	CM	8:00 PM-9:00 PM	---- 1--	:30	1	\$475.00	P03	6.10	NM	1	\$475.00
		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: 02/20/23	02/26/23	---- 1--		1				\$475.00		6.10			
N 13	WHAS	02/20/23	02/26/23	Sun Prime A AMERICA'S FUNNIEST HOME	CM	7:00 PM-8:00 PM	----- 1	:30	1	\$475.00	P03	8.40	NM	1	\$475.00
		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: 02/20/23	02/26/23	----- 1		1				\$475.00		8.40			

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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: 02/20/23	02/26/23	-----1		1				\$475.00		8.40			
N14	WHAS	02/20/23	02/26/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	---11-1	:30	3	\$200.00	P03	5.40	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: 02/20/23	02/26/23	---11-1		3				\$200.00		5.40			
N15	WHAS	02/20/23	02/25/23	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT	CM	11-1135p	-----1-	:30	1	\$150.00	P03	4.50	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: 02/20/23	02/26/23	-----1-		1				\$150.00		4.50			
N16	WHAS	02/20/23	02/24/23	Local News @ 530p M-FCM WHAS11 NEWS @ 530P		530-6p	---11--	:30	2	\$225.00	P03	5.90	NM	2	\$450.00
		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: 02/20/23	02/26/23	---11--		2				\$225.00		5.90			
													Totals	26	\$5,360.00