## **ORDER**

Orders	Order / Rev:	2653260		
	Alt Order #:	WOC14011085		
	Product Desc:	2023 Primary Election		
	Estimate:	5448		WHAS
	Flight Dates:	02/27/23 - 03/05/23	Primary AE:	Robert Cato
	Original Date / Rev:	02/24/23 / 02/24/23	Sales Office:	TSDAL
	Order Type:	General	Sales Region:	NAT
Agency	Name:	AxMedia / POL		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		800 W 47th St, Suite 200	Billing Cycle:	EOM/EOC
		Kansas City, MO 64112	Agency Commission:	15%
Advertiser	Name:	POL/ Kelly Craft / R / Governor / KY		
	Demographic:	A55+	New Business End:	
	Product Codes:	PL-Candidate: State Governor (LUR)	Advertiser External ID:	M209268
	Revenue Code 1:	AGY	Agency External ID:	37731AG
	Revenue Code 2:	(POL) Political	Unit Code:	General
	Revenue Code 3:	(POL) Candidate	Order Separation:	00:15:00
	Priority:	P04		

## Bill Plan

Start Date End Date		# Spots Gross Amount		Net Amount	
02/27/23	03/05/23	22	\$4,840.00	\$4,114.00	

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2023	22	\$4,840.00	\$4,114.00	131.40
Totals	22	\$4.840.00	\$4.114.00	131.40

## **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%	\$4,840.00
Market	100%	\$48,400.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	90%	\$43,560.00
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

Lr	n Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
N ·	WHAS	02/27/23	03/03/23	Local News @ 6a M-F GMK @ 6A	СМ	6-7a	1- 1- 1	:30 3	\$150.00 P03	2.20 NM	3	\$450.00
	Q1 EST	-CS (sell)										
,	Star Neek: 02/2		End Date 03/05/23	<u>Weekdays</u> <u>Spo</u>	ts/Week 3	Rate \$150.00	Rating 2.20					

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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

Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 02/27/23         03/05/23         1- 1- 1         3         \$150.00         2.20	
N 2 WHAS 02/27/23 03/02/23 Good Morning America CM 7-9a -1-1 :30 2 \$200.00 P03 3.80 NM 2	\$400.00
GOOD MORNING AMERICA	
Q1 EST-CS (sell) Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 02/27/23 03/05/23 -1-1 2 \$200.00 3.80	
N 3 WHAS 02/27/23 03/04/23 Local News @ 9a Sa CM 9-10a1- :30 1 \$90.00 P03 4.80 NM 1	\$90.00
GMK WEEKEND 9-10A Q1 EST-CS (sell)	
Start Date	
Week: 02/27/23 03/05/231- 1 \$90.00 4.80	
N 4 WHAS 02/27/23 03/05/23 This Week Su CM 9-10a1 :30 1 \$180.00 P03 3.20 NM 1 THIS WEEK	\$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: 02/27/23         03/05/23        1         1         \$180.00         3.20           N 5 WHAS 02/27/23         03/02/23         Local News @ 6p M-F CM         6-630p         1-11         :30         3         \$250.00 P03         8.50 NM         3	\$750.00
WHAS11 NEWS @ 6p	Ψ130.00
Q1 EST-CS (sell)	
Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 02/27/23         03/05/23         1-11         3         \$250.00         8.50	
N 6 WHAS 02/27/23 03/04/23 Local News @ 630p Sa CM 630-7p1- :30 1 \$120.00 P03 9.20 NM 1	\$120.00
WHAS11 NEWS @ 6:30p	
Q1 EST-CS (sell) Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 02/27/23 03/05/231- 1 \$120.00 9.20	
N 7 WHAS 02/27/23 03/05/23 Local News @ 630p Su CM 630-7p1 :30 1 \$250.00 P03 11.10 NM 1	\$250.00
WHAS11 NEWS SUNDAY Q1 EST-CS (sell)	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 02/27/23 03/05/231 1 \$250.00 11.10	
N 8 WHAS 02/27/23 03/03/23 ET 7-730p CM 7-730p -11 :30 2 \$250.00 P03 8.70 NM 2 ENTERTAINMENT TONIGHT	\$500.00
Q1 EST-CS (sell)	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 02/27/23         03/05/23         -11         2         \$250.00         8.70           N 9 WHAS 02/27/23         03/03/23         Fri Prime A         CM         8:00 PM-9:00 PM 1         :30         1         \$475.00 P03         6.10 NM         1	\$475.00
SHARK TANK FRI	ψ47 3.00
Q1 EST-CS (sell)	
<u>Start Date                                  </u>	
N10 WHAS 02/27/23 03/05/23 Sun Prime A CM 7:00 PM-8:00 PM1 :30 1 \$475.00 P03 8.40 NM 1	\$475.00
AMERICA'S FUNNIEST HOME	
Q1 EST-CS (sell)  Start Date	
Week: 02/27/23         03/05/23        1         1         \$475.00         8.40	
N11 WHAS 02/27/23 03/03/23 Local News @ 11p M-F CM 11-1135p 11111 :30 5 \$200.00 P03 5.40 NM 5	\$1,000.00
WHAS11 NEWS AT 11 M-F/SU Q1 EST-CS (sell)	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 02/27/23 03/05/23 11111 5 \$200.00 5.40	
N12 WHAS 02/27/23 03/04/23 Local News @ 11p Sa CM 11-1135p1- :30 1 \$150.00 P03 4.50 NM 1 WHAS11 NEWS AT 11 SAT	\$150.00
Q1 EST-CS (sell)	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 02/27/23 03/05/231- 1 \$150.00 4.50	\$4.840.00

Totals 22 \$4,840.00