

# ORDER

**Orders**  
**Order / Rev:** 2653260  
**Alt Order #:** WOC14011085  
**Product Desc:** 2023 Primary Election  
**Estimate:** 5448  
**Flight Dates:** 02/27/23 - 03/05/23  
**Original Date / Rev:** 02/24/23 / 02/24/23  
**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
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
<b>Totals</b>	<b>22</b>	<b>\$4,840.00</b>	<b>\$4,114.00</b>	<b>131.40</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%	\$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

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHAS	02/27/23	03/03/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	1- 1- 1- -	:30	3	\$150.00	P03	2.20	NM	3	\$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:		02/27/23	03/05/23	1- 1- 1- -		3				\$150.00		2.20			

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Advertiser: POL/ Kelly Craft / R / Governor / KY  
 Product Desc: 2023 Primary Election  
 Estimate: 5448  
**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: 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 GOOD MORNING AMERICA	CM	7-9a	-1-1---	: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: 02/27/23	03/05/23	-1-1---		2				\$200.00		3.80			
N 3	WHAS	02/27/23	03/04/23	Local News @ 9a Sa 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: 02/27/23	03/05/23	-----1-		1				\$90.00		4.80			
N 4	WHAS	02/27/23	03/05/23	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: 02/27/23	03/05/23	-----1		1				\$180.00		3.20			
N 5	WHAS	02/27/23	03/02/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	1-11---	:30	3	\$250.00	P03	8.50	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: 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 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: 02/27/23	03/05/23	-----1-		1				\$120.00		9.20			
N 7	WHAS	02/27/23	03/05/23	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: 02/27/23	03/05/23	-----1		1				\$250.00		11.10			
N 8	WHAS	02/27/23	03/03/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	-1-1-1--	: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: 02/27/23	03/05/23	-1-1-1--		2				\$250.00		8.70			
N 9	WHAS	02/27/23	03/03/23	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: 02/27/23	03/05/23	----1--		1				\$475.00		6.10			
N 10	WHAS	02/27/23	03/05/23	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: 02/27/23	03/05/23	-----1		1				\$475.00		8.40			
N 11	WHAS	02/27/23	03/03/23	Local News @ 11p M-F WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	11111--	:30	5	\$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: 02/27/23	03/05/23	11111--		5				\$200.00		5.40			
N 12	WHAS	02/27/23	03/04/23	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: 02/27/23	03/05/23	-----1-		1				\$150.00		4.50			
													Totals	22	\$4,840.00