

# ORDER

**Orders**  
**Order / Rev:** 2675099  
**Alt Order #:** WOC14076544  
**Product Desc:** 2023 Primary Election  
**Estimate:** 5493  
**Flight Dates:** 03/20/23 - 03/26/23  
**Original Date / Rev:** 03/21/23 / 03/21/23  
**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	03/26/23	24	\$6,000.00	\$5,100.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2023	24	\$6,000.00	\$5,100.00	136.90
<b>Totals</b>	<b>24</b>	<b>\$6,000.00</b>	<b>\$5,100.00</b>	<b>136.90</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	12%	\$6,000.00
Market	100%	\$50,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$44,000.00
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	03/20/23	03/24/23	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:		03/20/23	03/26/23	--- 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: 03/20/23	03/26/23	--- 11--		2				\$150.00		2.20			
N 2	WHAS	03/20/23	03/24/23	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: 03/20/23	03/26/23	--- 11--		2				\$200.00		3.80			
N 3	WHAS	03/20/23	03/25/23	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9:00 AM-10:00 AM	----- 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: 03/20/23	03/26/23	----- 1-		1				\$90.00		4.80			
N 4	WHAS	03/20/23	03/26/23	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: 03/20/23	03/26/23	----- 1		1				\$180.00		3.20			
N 5	WHAS	03/20/23	03/24/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	--- 11--	:30	2	\$90.00	P03	4.00	NM	2	\$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: 03/20/23	03/26/23	--- 11--		2				\$90.00		4.00			
N 6	WHAS	03/20/23	03/24/23	GMA3 GMA3	CM	1-2p	--- 11--	:30	2	\$90.00	P03	2.80	NM	2	\$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: 03/20/23	03/26/23	--- 11--		2				\$90.00		2.80			
N 7	WHAS	03/20/23	03/24/23	General Hospital GENERAL HOSPITAL	CM	2-3p	---- 1--	:30	1	\$125.00	P03	2.90	NM	1	\$125.00
		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: 03/20/23	03/26/23	---- 1--		1				\$125.00		2.90			
N 8	WHAS	03/20/23	03/24/23	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: 03/20/23	03/26/23	--- 11--		2				\$250.00		8.50			
N 9	WHAS	03/20/23	03/25/23	Local News @ 630p Sa WHAS11 NEWS @ 6:30p	CM	6:30 PM-7:00 PM	----- 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: 03/20/23	03/26/23	----- 1-		1				\$120.00		9.20			
N 10	WHAS	03/20/23	03/26/23	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: 03/20/23	03/26/23	----- 1		1				\$250.00		11.10			
N 11	WHAS	03/20/23	03/23/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	--- 1---	:30	1	\$250.00	P03	8.70	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: 03/20/23	03/26/23	--- 1---		1				\$250.00		8.70			
N 12	WHAS	03/20/23	03/24/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	---- 1--	:30	1	\$250.00	P03	8.30	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: 03/20/23	03/26/23	---- 1--		1				\$250.00		8.30			
N 13	WHAS	03/20/23	03/23/23	Thu Prime A STATION 19	CM	8-9p	--- 1---	:30	1	\$800.00	P03	6.20	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: 03/20/23	03/26/23	--- 1---		1				\$800.00		6.20			

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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:		03/20/23	03/26/23	---1---		1				\$800.00		6.20			
N14	WHAS	03/20/23	03/24/23	Fri Prime A SHARK TANK FRI	CM	8-9p	----1--	:30	1	\$475.00	P03	6.10	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/20/23	03/26/23	----1--		1				\$475.00		6.10			
N15	WHAS	03/20/23	03/26/23	Sun Prime A AMERICA'S FUNNIEST HOME	CM	7-8p	-----1	:30	1	\$475.00	P03	8.40	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/20/23	03/26/23	-----1		1				\$475.00		8.40			
N16	WHAS	03/20/23	03/26/23	Sun Prime Other 2nd Half AMERICAN IDOL SUN	CM	6-10p	-----1	:30	1	\$875.00	P03	10.10	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/20/23	03/26/23	-----1		1				\$875.00		10.10			
N17	WHAS	03/20/23	03/26/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	---1--1	:30	2	\$200.00	P03	5.40	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/20/23	03/26/23	---1--1		2				\$200.00		5.40			
N18	WHAS	03/20/23	03/25/23	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT	CM	11-1135p	-----1-	:30	1	\$150.00	P03	4.50	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/20/23	03/26/23	-----1-		1				\$150.00		4.50			
													Totals	24	\$6,000.00