

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
Totals	24	\$6,000.00	\$5,100.00	136.90

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	---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