

# ORDER

**Orders**  
**Order / Rev:** 2679235  
 Alt Order #: WOC14083183  
 Product Desc: 2023 Primary Election  
 Estimate: 5514  
 Flight Dates: 03/27/23 - 04/02/23  
 Original Date / Rev: 03/23/23 / 03/23/23  
 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
03/27/23	04/02/23	49	\$11,945.00	\$10,153.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	49	\$11,945.00	\$10,153.25	247.70
<b>Totals</b>	<b>49</b>	<b>\$11,945.00</b>	<b>\$10,153.25</b>	<b>247.70</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%	\$11,945.00
Market	100%	\$99,541.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$87,596.67
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	03/27/23	03/31/23	Local News @ 6a M-F GMK @ 6A	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	11111--	:30	5	\$150.00	P03	2.20	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	11111--		5				\$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
N 2	WHAS	03/27/23	03/31/23	Good Morning America GOOD MORNING AMERICA	CM		11111--	:30	5	\$200.00	P03	3.70	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	11111--		5				\$150.00		2.20			
N 3	WHAS	03/27/23	04/01/23	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9-10a	-----1-	:30	1	\$90.00	P03	4.30	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	11111--		5				\$200.00		3.70			
N 4	WHAS	03/27/23	04/02/23	This Week Su THIS WEEK	CM	9-10a	-----1	:30	1	\$180.00	P03	2.90	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	-----1-		1				\$90.00		4.30			
N 5	WHAS	03/27/23	03/31/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	11111--	:30	5	\$90.00	P03	3.50	NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	11111--		5				\$90.00		3.50			
N 6	WHAS	03/27/23	03/30/23	GMA3 GMA3	CM	1-2p	1--1---	:30	2	\$90.00	P03	2.50	NM	2	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	1--1---		2				\$90.00		2.50			
N 7	WHAS	03/27/23	03/31/23	General Hospital GENERAL HOSPITAL	CM	2-3p	-11-1--	:30	3	\$125.00	P03	2.50	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	-11-1--		3				\$125.00		2.50			
N 8	WHAS	03/27/23	03/29/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM		1-1----	:30	2	\$225.00	P03	5.30	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	1-1----		2				\$225.00		5.30			
N 9	WHAS	03/27/23	03/31/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	11111--	:30	5	\$250.00	P03	7.60	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	11111--		5				\$250.00		7.60			
N 10	WHAS	03/27/23	04/01/23	Local News @ 630p Sa WHAS11 NEWS @ 6:30p	CM	630-7p	-----1-	:30	1	\$120.00	P03	3.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	-----1-		1				\$120.00		3.00			
N 11	WHAS	03/27/23	04/02/23	Local News @ 630p Su WHAS11 NEWS SUNDAY	CM	630-7p	-----1	:30	1	\$250.00	P03	8.60	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	-----1		1				\$250.00		8.60			
N 12	WHAS	03/27/23	03/30/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	11-1---	:30	3	\$250.00	P03	7.50	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	11-1---		3				\$250.00		7.50			
N 13	WHAS	03/27/23	03/31/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	--1-1--	:30	2	\$250.00	P03	7.30	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	--1-1--		2				\$250.00		7.30			
N 14	WHAS	03/27/23	03/27/23	Mon Prime Other AMERICAN IDOL MON	CM	8-11p	1-----	:30	1	\$800.00	P03	9.30	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	1-----		1				\$800.00		9.30			
N 15	WHAS	03/27/23	03/28/23	Tue Prime A THE ROOKIE	CM	8-9p	-1-----	:30	1	\$500.00	P03	6.80	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/27/23	04/02/23	-1-----		1				\$500.00		6.80			
N 16	WHAS	03/27/23	03/30/23		CM	8-9p		:30	1	\$800.00	P03	6.90	NM	1	\$800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Thu Prime A STATION 19			---1---								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/27/23	04/02/23	---1---		1				\$800.00		6.90			
N17	WHAS	03/27/23	03/31/23	Fri Prime A SHARK TANK FRI	CM	8-9p	----1--	:30	1	\$475.00	P03	5.20	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:		03/27/23	04/02/23	----1--		1				\$475.00		5.20			
N18	WHAS	03/27/23	04/02/23	Sun Prime A AMERICA'S FUNNIEST HOME	CM	7-8p	-----1	:30	1	\$475.00	P03	9.90	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:		03/27/23	04/02/23	-----1		1				\$475.00		9.90			
N19	WHAS	03/27/23	04/02/23	Sun Prime Other 2nd Half AMERICAN IDOL SUN	CM	6-10p	-----1	:30	1	\$1,200.00	P03	10.10	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/27/23	04/02/23	-----1		1				\$1,200.00		10.10			
N20	WHAS	03/27/23	04/02/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	11111-1	:30	6	\$200.00	P03	5.20	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		03/27/23	04/02/23	11111-1		6				\$200.00		5.20			
N21	WHAS	03/27/23	04/01/23	Local News @ 11p Sa WHAS11 NEWS AT 11 SAT	CM	11-1135p	-----1-	:30	1	\$150.00	P03	4.30	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:		03/27/23	04/02/23	-----1-		1				\$150.00		4.30			
													Totals	49	\$11,945.00