

ORDER

Orders
Order / Rev: 2689290
Alt Order #: WOC14100942
Product Desc: 2023 Primary Election
Estimate: 5546
Flight Dates: 04/10/23 - 04/16/23
Original Date / Rev: 04/06/23 / 04/06/23
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 | 04/16/23 | 67 | \$12,090.00 | \$10,276.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|---------------|
| April 2023 | 67 | \$12,090.00 | \$10,276.50 | 312.80 |
| Totals | 67 | \$12,090.00 | \$10,276.50 | 312.80 |

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% | \$12,090.00 |
| Market | 100% | \$100,750.00 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 88% | \$88,660.00 |
| 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 | 04/10/23 | 04/14/23 | Local News @ 6a M-F GMK @ 6A | CM | 6-7a | 11111-- | :30 | 5 | \$80.00 | P04 | 2.20 | NM | 5 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/10/23 | 04/16/23 | 11111-- | | 5 | | | | \$80.00 | | 2.20 | | | |

Order / Rev: 2689290
 Alt Order #: WOC14100942
 Flight Dates: 04/10/23 - 04/16/23

Advertiser: POL/ Kelly Craft / R / Governor / KY
 Product Desc: 2023 Primary Election
 Estimate: 5546
WHAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| N 2 | WHAS | 04/10/23 | 04/14/23 | Good Morning America | CM | 7-9a | 11111-- | :30 | 5 | \$120.00 | P04 | 3.70 | NM | 5 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/10/23 | 04/16/23 | 11111-- | | | | | 5 | \$80.00 | | 2.20 | | | |
| | | | | GOOD MORNING AMERICA | | | | | | | | | | | |
| N 3 | WHAS | 04/10/23 | 04/15/23 | Good Morning America | CM | 7-9a | -----1- | :30 | 1 | \$90.00 | P03 | 3.60 | 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: 04/10/23 | 04/16/23 | 11111-- | | | | | 5 | \$120.00 | | 3.70 | | | |
| | | | | GOOD MORNING AMERICA | | | | | | | | | | | |
| N 4 | WHAS | 04/10/23 | 04/15/23 | Local News @ 9a Sa | 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: 04/10/23 | 04/16/23 | -----1- | | | | | 1 | \$90.00 | | 3.60 | | | |
| | | | | GMK WEEKEND 9-10A | | | | | | | | | | | |
| N 5 | WHAS | 04/10/23 | 04/15/23 | Big Blue Nat. 10-1030a | CM | 10-1030a | -----1- | :30 | 1 | \$150.00 | P04 | 2.40 | 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: 04/10/23 | 04/16/23 | -----1- | | | | | 1 | \$150.00 | | 2.40 | | | |
| | | | | BBN-TV | | | | | | | | | | | |
| N 6 | WHAS | 04/10/23 | 04/16/23 | Good Morning America | CM | 8-9a | -----1 | :30 | 1 | \$100.00 | P03 | 3.60 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/10/23 | 04/16/23 | -----1 | | | | | 1 | \$100.00 | | 3.60 | | | |
| | | | | GOOD MORNING AMERICA | | | | | | | | | | | |
| N 7 | WHAS | 04/10/23 | 04/16/23 | This Week Su | CM | 9-10a | -----1 | :30 | 1 | \$100.00 | P04 | 2.90 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/10/23 | 04/16/23 | -----1 | | | | | 1 | \$100.00 | | 2.90 | | | |
| | | | | THIS WEEK | | | | | | | | | | | |
| N 8 | WHAS | 04/10/23 | 04/14/23 | Great Day Live 9-10a | CM | 9-10a | 11111-- | :30 | 5 | \$40.00 | P04 | 1.80 | NM | 5 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/10/23 | 04/16/23 | 11111-- | | | | | 5 | \$40.00 | | 1.80 | | | |
| | | | | GREAT DAY LIVE | | | | | | | | | | | |
| N 9 | WHAS | 04/10/23 | 04/14/23 | Local News @ 12p M-F | CM | 12-1p | 11111-- | :30 | 5 | \$50.00 | P04 | 3.50 | NM | 5 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/10/23 | 04/16/23 | 11111-- | | | | | 5 | \$50.00 | | 3.50 | | | |
| | | | | WHAS11 NEWS AT NOON | | | | | | | | | | | |
| N 10 | WHAS | 04/10/23 | 04/13/23 | GMA3 | CM | 1-2p | -111--- | :30 | 3 | \$50.00 | P04 | 2.50 | NM | 3 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/10/23 | 04/16/23 | -111--- | | | | | 3 | \$50.00 | | 2.50 | | | |
| | | | | GMA3 | | | | | | | | | | | |
| N 11 | WHAS | 04/10/23 | 04/14/23 | General Hospital | CM | 2-3p | 1-1-1-- | :30 | 3 | \$70.00 | P04 | 2.50 | NM | 3 | \$210.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/10/23 | 04/16/23 | 1-1-1-- | | | | | 3 | \$70.00 | | 2.50 | | | |
| | | | | GENERAL HOSPITAL | | | | | | | | | | | |
| N 12 | WHAS | 04/10/23 | 04/13/23 | Daily Blast Live 3-4p | CM | 3-4p | -1-1--- | :30 | 2 | \$40.00 | P04 | 2.10 | NM | 2 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/10/23 | 04/16/23 | -1-1--- | | | | | 2 | \$40.00 | | 2.10 | | | |
| | | | | DAILY BLAST LIVE! | | | | | | | | | | | |
| N 13 | WHAS | 04/10/23 | 04/13/23 | Local News @ 530p M-F | CM | 530-6p | 1-11--- | :30 | 3 | \$140.00 | P04 | 5.30 | NM | 3 | \$420.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 04/10/23 | 04/16/23 | 1-11--- | | | | | 3 | \$140.00 | | 5.30 | | | |
| | | | | WHAS11 NEWS @ 530P | | | | | | | | | | | |
| N 14 | WHAS | 04/10/23 | 04/14/23 | Local News @ 6p M-F | 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: 04/10/23 | 04/16/23 | 11111-- | | | | | 5 | \$250.00 | | 7.60 | | | |
| | | | | WHAS11 NEWS @ 6p | | | | | | | | | | | |
| N 15 | WHAS | 04/10/23 | 04/14/23 | ABC World News | CM | 630-7p | -1-1-- | :30 | 2 | \$600.00 | P04 | 10.20 | NM | 2 | \$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: 04/10/23 | 04/16/23 | -1-1-- | | | | | 2 | \$600.00 | | 10.20 | | | |
| | | | | ABC WORLD NEWS 630P | | | | | | | | | | | |
| N 16 | WHAS | 04/10/23 | 04/15/23 | | CM | 630-7p | | :30 | 1 | \$120.00 | P03 | 3.00 | NM | 1 | \$120.00 |

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 Alt Order #: WOC14100942
 Flight Dates: 04/10/23 - 04/16/23

Advertiser: POL/ Kelly Craft / R / Governor / KY
 Product Desc: 2023 Primary Election
 Estimate: 5546
WHAS

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--------------------------|-------|--------------------|---------|-----|-------------|------------|-----|---------------|------|-------|------------|
| | | | | Local News @ 630p Sa | | | -----1- | | | | | | | | |
| | | | | WHAS11 NEWS @ 6:30p | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 04/10/23 | 04/16/23 | -----1- | | 1 | | | \$120.00 | | | 3.00 | | | |
| N17 | WHAS | 04/10/23 | 04/16/23 | Local News @ 630p Su | CM | 630-7p | -----1 | :30 | 1 | \$250.00 | P03 | 8.60 | NM | 1 | \$250.00 |
| | | | | WHAS11 NEWS SUNDAY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 04/10/23 | 04/16/23 | -----1 | | 1 | | | \$250.00 | | | 8.60 | | | |
| N18 | WHAS | 04/10/23 | 04/14/23 | ET 7-730p | CM | 7-730p | -11-1-- | :30 | 3 | \$250.00 | P03 | 7.50 | NM | 3 | \$750.00 |
| | | | | ENTERTAINMENT TONIGHT | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 04/10/23 | 04/16/23 | -11-1-- | | 3 | | | \$250.00 | | | 7.50 | | | |
| N19 | WHAS | 04/10/23 | 04/13/23 | Inside Ed 730-8p | CM | 730-8p | 1--1--- | :30 | 2 | \$250.00 | P03 | 7.30 | NM | 2 | \$500.00 |
| | | | | INSIDE EDITION | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 04/10/23 | 04/16/23 | 1--1--- | | 2 | | | \$250.00 | | | 7.30 | | | |
| N20 | WHAS | 04/10/23 | 04/10/23 | Mon Prime Other | CM | 8-11p | 1----- | :30 | 1 | \$800.00 | P03 | 9.30 | NM | 1 | \$800.00 |
| | | | | AMERICAN IDOL MON | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 04/10/23 | 04/16/23 | 1----- | | 1 | | | \$800.00 | | | 9.30 | | | |
| N21 | WHAS | 04/10/23 | 04/10/23 | Mon Prime C | CM | 10-11p | 1----- | :30 | 1 | \$450.00 | P04 | 5.50 | NM | 1 | \$450.00 |
| | | | | THE GOOD DOCTOR | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 04/10/23 | 04/16/23 | 1----- | | 1 | | | \$450.00 | | | 5.50 | | | |
| N22 | WHAS | 04/10/23 | 04/11/23 | Tue Prime A | CM | 8-9p | -1----- | :30 | 1 | \$300.00 | P04 | 6.80 | NM | 1 | \$300.00 |
| | | | | THE ROOKIE | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 04/10/23 | 04/16/23 | -1----- | | 1 | | | \$300.00 | | | 6.80 | | | |
| N23 | WHAS | 04/10/23 | 04/13/23 | Thu Prime A | CM | 8-9p | ---1--- | :30 | 1 | \$500.00 | P04 | 6.90 | NM | 1 | \$500.00 |
| | | | | STATION 19 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 04/10/23 | 04/16/23 | ---1--- | | 1 | | | \$500.00 | | | 6.90 | | | |
| N24 | WHAS | 04/10/23 | 04/13/23 | Thu Prime C | CM | 10-11p | ---1--- | :30 | 1 | \$300.00 | P04 | 4.50 | NM | 1 | \$300.00 |
| | | | | ALASKA DAILY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 04/10/23 | 04/16/23 | ---1--- | | 1 | | | \$300.00 | | | 4.50 | | | |
| N25 | WHAS | 04/10/23 | 04/14/23 | Fri Prime A | CM | 8-9p | ----1-- | :30 | 1 | \$300.00 | P04 | 5.20 | NM | 1 | \$300.00 |
| | | | | SHARK TANK FRI | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 04/10/23 | 04/16/23 | ----1-- | | 1 | | | \$300.00 | | | 5.20 | | | |
| N26 | WHAS | 04/10/23 | 04/14/23 | Fri Prime Other | CM | 9:00 PM-11:00 PM | ----1-- | :30 | 1 | \$250.00 | P04 | 4.90 | NM | 1 | \$250.00 |
| | | | | 20/20 | | (9:00 PM-11:00 PM) | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 04/10/23 | 04/16/23 | ----1-- | | 1 | | | \$250.00 | | | 4.90 | | | |
| N27 | WHAS | 04/10/23 | 04/16/23 | Sun Prime A | CM | 7-8p | -----1 | :30 | 1 | \$300.00 | P04 | 9.90 | NM | 1 | \$300.00 |
| | | | | AMERICA'S FUNNIEST HOME | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 04/10/23 | 04/16/23 | -----1 | | 1 | | | \$300.00 | | | 9.90 | | | |
| N28 | WHAS | 04/10/23 | 04/16/23 | Sun Prime Other 2nd Half | CM | 6-10p | -----1 | :30 | 1 | \$1,200.00 | P03 | 10.10 | NM | 1 | \$1,200.00 |
| | | | | AMERICAN IDOL SUN | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 04/10/23 | 04/16/23 | -----1 | | 1 | | | \$1,200.00 | | | 10.10 | | | |
| N29 | WHAS | 04/10/23 | 04/16/23 | LN (M-Su) | CM | 11-1135p | 1111--1 | :30 | 5 | \$120.00 | P04 | 5.20 | NM | 5 | \$600.00 |
| | | | | WHAS11 NEWS AT 11 M-F/SU | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 04/10/23 | 04/16/23 | 1111--1 | | 5 | | | \$120.00 | | | 5.20 | | | |
| N30 | WHAS | 04/10/23 | 04/13/23 | Jimmy Kimmel | CM | 1135p-1237a | 1-11--- | :30 | 3 | \$60.00 | P03 | 2.90 | NM | 3 | \$180.00 |
| | | | | JIMMY KIMMEL | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |

Order / Rev: 2689290
 Alt Order #: WOC14100942
 Flight Dates: 04/10/23 - 04/16/23

Advertiser: POL/ Kelly Craft / R / Governor / KY
 Product Desc: 2023 Primary Election
 Estimate: 5546

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: 04/10/23 | 04/16/23 | 1-11--- | | | | | 3 | \$60.00 | | 2.90 | | | |
| | | | | | | | | | | | | | Totals | 67 | \$12,090.00 |