

ORDER

Orders
Order / Rev: 2692751
Alt Order #: WOC14106504
Product Desc: 2023 Primary Election
Estimate: 5562
Flight Dates: 04/17/23 - 04/23/23
Original Date / Rev: 04/13/23 / 04/13/23
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: A35+
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	04/23/23	65	\$11,540.00	\$9,809.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	65	\$11,540.00	\$9,809.00	0.00
Totals	65	\$11,540.00	\$9,809.00	0.00

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%	\$11,540.00
Market	100%	\$96,166.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$84,626.67
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	04/17/23	04/21/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	11111--	:30	5	\$80.00	P04	0.00	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: 04/17/23	04/23/23	11111--		5				\$80.00		0.00			

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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:		04/17/23	04/23/23	11111--					5	\$80.00		0.00			
N 2	WHAS	04/17/23	04/21/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	11111--	:30	5	\$120.00	P04	0.00	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:		04/17/23	04/23/23	11111--					5	\$120.00		0.00			
N 3	WHAS	04/17/23	04/22/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-----1-	:30	1	\$90.00	P03	0.00	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:		04/17/23	04/23/23	-----1-					1	\$90.00		0.00			
N 4	WHAS	04/17/23	04/22/23	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9-10a	-----1-	:30	1	\$90.00	P03	0.00	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:		04/17/23	04/23/23	-----1-					1	\$90.00		0.00			
N 5	WHAS	04/17/23	04/22/23	Big Blue Nat. 10-1030a BBN-TV	CM	10-1030a	-----1-	:30	1	\$150.00	P04	0.00	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:		04/17/23	04/23/23	-----1-					1	\$150.00		0.00			
N 6	WHAS	04/17/23	04/23/23	Good Morning America GOOD MORNING AMERICA	CM	8-9a	-----1	:30	1	\$100.00	P03	0.00	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:		04/17/23	04/23/23	-----1					1	\$100.00		0.00			
N 7	WHAS	04/17/23	04/23/23	This Week Su THIS WEEK	CM	9-10a	-----1	:30	1	\$100.00	P04	0.00	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:		04/17/23	04/23/23	-----1					1	\$100.00		0.00			
N 8	WHAS	04/17/23	04/21/23	Great Day Live 9-10a GREAT DAY LIVE	CM	9-10a	11111--	:30	5	\$40.00	P04	0.00	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:		04/17/23	04/23/23	11111--					5	\$40.00		0.00			
N 9	WHAS	04/17/23	04/21/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	11111--	:30	5	\$50.00	P04	0.00	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:		04/17/23	04/23/23	11111--					5	\$50.00		0.00			
N 10	WHAS	04/17/23	04/21/23	GMA3 GMA3	CM	1-2p	-11-1--	:30	3	\$50.00	P04	0.00	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:		04/17/23	04/23/23	-11-1--					3	\$50.00		0.00			
N 11	WHAS	04/17/23	04/20/23	General Hospital GENERAL HOSPITAL	CM	2-3p	1-11---	:30	3	\$70.00	P04	0.00	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:		04/17/23	04/23/23	1-11---					3	\$70.00		0.00			
N 12	WHAS	04/17/23	04/20/23	Daily Blast Live 3-4p DAILY BLAST LIVE!	CM	3-4p	-1-1---	:30	2	\$40.00	P04	0.00	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:		04/17/23	04/23/23	-1-1---					2	\$40.00		0.00			
N 13	WHAS	04/17/23	04/21/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	1-1-1--	:30	3	\$140.00	P04	0.00	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:		04/17/23	04/23/23	1-1-1--					3	\$140.00		0.00			
N 14	WHAS	04/17/23	04/21/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	11111--	:30	5	\$250.00	P03	0.00	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:		04/17/23	04/23/23	11111--					5	\$250.00		0.00			
N 15	WHAS	04/17/23	04/21/23	ABC World News ABC WORLD NEWS 630P	CM	630-7p	-1-1--	:30	2	\$600.00	P04	0.00	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:		04/17/23	04/23/23	-1-1--					2	\$600.00		0.00			
N 16	WHAS	04/17/23	04/22/23		CM	630-7p		:30	1	\$120.00	P03	0.00	NM	1	\$120.00

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				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:		04/17/23	04/23/23	-----1-		1				\$120.00		0.00			
N17	WHAS	04/17/23	04/23/23	Local News @ 630p Su	CM	630-7p	-----1	:30	1	\$250.00	P03	0.00	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:		04/17/23	04/23/23	-----1		1				\$250.00		0.00			
N18	WHAS	04/17/23	04/20/23	ET 7-730p	CM	7-730p	11-1---	:30	3	\$250.00	P03	0.00	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:		04/17/23	04/23/23	11-1---		3				\$250.00		0.00			
N19	WHAS	04/17/23	04/21/23	Inside Ed 730-8p	CM	730-8p	--1-1--	:30	2	\$250.00	P03	0.00	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:		04/17/23	04/23/23	--1-1--		2				\$250.00		0.00			
N20	WHAS	04/17/23	04/17/23	Mon Prime Other	CM	8-11p	1-----	:30	1	\$800.00	P03	0.00	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:		04/17/23	04/23/23	1-----		1				\$800.00		0.00			
N21	WHAS	04/17/23	04/17/23	Mon Prime C	CM	10-11p	1-----	:30	1	\$450.00	P04	0.00	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:		04/17/23	04/23/23	1-----		1				\$450.00		0.00			
N22	WHAS	04/17/23	04/18/23	Tue Prime A	CM	8-9p	-1-----	:30	1	\$300.00	P04	0.00	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:		04/17/23	04/23/23	-1-----		1				\$300.00		0.00			
N23	WHAS	04/17/23	04/20/23	Thu Prime A	CM	8-9p	---1---	:30	1	\$500.00	P04	0.00	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:		04/17/23	04/23/23	---1---		1				\$500.00		0.00			
N24	WHAS	04/17/23	04/20/23	Thu Prime C	CM	10-11p	---1---	:30	1	\$300.00	P04	0.00	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:		04/17/23	04/23/23	---1---		1				\$300.00		0.00			
N25	WHAS	04/17/23	04/23/23	Sun Prime A	CM	7-8p	-----1	:30	1	\$300.00	P04	0.00	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:		04/17/23	04/23/23	-----1		1				\$300.00		0.00			
N26	WHAS	04/17/23	04/23/23	Sun Prime Other 2nd Ha	CM	6-10p	-----1	:30	1	\$1,200.00	P03	0.00	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:		04/17/23	04/23/23	-----1		1				\$1,200.00		0.00			
N27	WHAS	04/17/23	04/23/23	LN (M-Su)	CM	11-1135p	1-111-1	:30	5	\$120.00	P04	0.00	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:		04/17/23	04/23/23	1-111-1		5				\$120.00		0.00			
N28	WHAS	04/17/23	04/21/23	Jimmy Kimmel	CM	1135p-1237a	-11-1--	:30	3	\$60.00	P03	0.00	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>			
Week:		04/17/23	04/23/23	-11-1--		3				\$60.00		0.00			

Totals 65 \$11,540.00