

ORDER

Orders
Order / Rev: 2695481
 Alt Order #: WOC14111506
 Product Desc: 2023 Primary Election
 Estimate: 5588
 Flight Dates: 04/24/23 - 04/25/23
 Original Date / Rev: 04/21/23 / 04/21/23
 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
03/27/23	04/25/23	26	\$4,480.00	\$3,808.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	26	\$4,480.00	\$3,808.00	116.90
Totals	26	\$4,480.00	\$3,808.00	116.90

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	11%	\$4,480.00
Market	100%	\$40,727.27

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	89%	\$36,247.27
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	04/24/23	04/25/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	11-----	:30	2	\$80.00	P04	2.20	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/23	04/30/23	11-----		2				\$80.00		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: 04/24/23	04/30/23	11-----		2				\$80.00		2.20			
N 2	WHAS	04/24/23	04/25/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	11-----	:30	2	\$120.00	P04	3.70	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/23	04/30/23	11-----		2				\$120.00		3.70			
N 3	WHAS	04/24/23	04/25/23	Great Day Live 9-10a GREAT DAY LIVE	CM	9-10a	11-----	:30	2	\$40.00	P04	1.80	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: 04/24/23	04/30/23	11-----		2				\$40.00		1.80			
N 4	WHAS	04/24/23	04/25/23	Access Daily 10-11a ACCESS DAILY	CM	10-11a	-1-----	:30	1	\$30.00	P04	1.40	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/23	04/30/23	-1-----		1				\$30.00		1.40			
N 5	WHAS	04/24/23	04/24/23	The View THE VIEW	CM	11-12p	1-----	:30	1	\$60.00	P04	2.50	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/23	04/30/23	1-----		1				\$60.00		2.50			
N 6	WHAS	04/24/23	04/25/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	11-----	:30	2	\$50.00	P04	3.50	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/23	04/30/23	11-----		2				\$50.00		3.50			
N 7	WHAS	04/24/23	04/24/23	GMA3 GMA3	CM	1-2p	1-----	:30	1	\$50.00	P04	2.50	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/23	04/30/23	1-----		1				\$50.00		2.50			
N 8	WHAS	04/24/23	04/25/23	General Hospital GENERAL HOSPITAL	CM	2-3p	-1-----	:30	1	\$70.00	P04	2.50	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/23	04/30/23	-1-----		1				\$70.00		2.50			
N 9	WHAS	04/24/23	04/25/23	Daily Blast Live 3-4p DAILY BLAST LIVE!	CM	3-4p	-1-----	:30	1	\$40.00	P04	2.10	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/23	04/30/23	-1-----		1				\$40.00		2.10			
N 10	WHAS	04/24/23	04/24/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	1-----	:30	1	\$140.00	P04	5.30	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/23	04/30/23	1-----		1				\$140.00		5.30			
N 11	WHAS	04/24/23	04/25/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	11-----	:30	2	\$250.00	P03	7.60	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: 04/24/23	04/30/23	11-----		2				\$250.00		7.60			
N 12	WHAS	04/24/23	04/25/23	ABC World News ABC WORLD NEWS 630P	CM	630-7p	-1-----	:30	1	\$600.00	P04	10.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/23	04/30/23	-1-----		1				\$600.00		10.20			
N 13	WHAS	04/24/23	04/25/23	ET 7-730p ENTERTAINMENT TONIGHT	CM		11-----	:30	2	\$250.00	P03	7.50	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: 04/24/23	04/30/23	11-----		2				\$250.00		7.50			
N 14	WHAS	04/24/23	04/24/23	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: 04/24/23	04/30/23	1-----		1				\$800.00		9.30			
N 15	WHAS	04/24/23	04/24/23	Mon Prime C THE GOOD DOCTOR	CM	10-11p	1-----	:30	1	\$450.00	P04	5.50	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/24/23	04/30/23	1-----		1				\$450.00		5.50			
N 16	WHAS	04/24/23	04/25/23		CM	8-9p		:30	1	\$300.00	P04	6.80	NM	1	\$300.00

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				Tue Prime A THE ROOKIE			- 1-----								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/24/23	04/30/23	- 1-----		1				\$300.00		6.80			
N 17	WHAS	04/24/23	04/25/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	11-----	:30	2	\$120.00	P04	5.20	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/24/23	04/30/23	11-----		2				\$120.00		5.20			
N 18	WHAS	04/24/23	04/25/23	Jimmy Kimmel JIMMY KIMMEL	CM	1135p-1237a	11-----	:30	2	\$60.00	P03	2.90	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/24/23	04/30/23	11-----		2				\$60.00		2.90			
													Totals	26	\$4,480.00