

ORDER

Orders
Order / Rev: 2696652
Alt Order #: WOC14113735
Product Desc: 2023 Primary Election
Estimate: 5606
Flight Dates: 04/24/23 - 04/30/23
Original Date / Rev: 04/25/23 / 04/25/23
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	04/30/23	52	\$10,385.00	\$8,827.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2023	52	\$10,385.00	\$8,827.25	239.00
Totals	52	\$10,385.00	\$8,827.25	239.00

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	11%	\$10,385.00
Market	100%	\$94,409.09

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	89%	\$84,024.09
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	04/28/23	Local News @ 6a M-F GMK @ 6A	CM	6-7a	-- 111--	:30	3	\$80.00	P04	2.20	NM	3	\$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	-- 111--		3				\$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	--111--		3				\$80.00		2.20			
N 2	WHAS	04/24/23	04/28/23	Good Morning America GOOD MORNING AMERICA	CM	7:00 AM-9:00 AM	--111--	:30	3	\$120.00	P04	3.70	NM	3	\$360.00
		<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	--111--		3				\$120.00		3.70			
N 3	WHAS	04/24/23	04/29/23	Good Morning America 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: 04/24/23	04/30/23	-----1-		1				\$90.00		3.60			
N 4	WHAS	04/24/23	04/29/23	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: 04/24/23	04/30/23	-----1-		1				\$90.00		4.30			
N 5	WHAS	04/24/23	04/29/23	Big Blue Nat. 10-1030a BBN-TV	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: 04/24/23	04/30/23	-----1-		1				\$150.00		2.40			
N 6	WHAS	04/24/23	04/30/23	Good Morning America 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: 04/24/23	04/30/23	-----1		1				\$100.00		3.60			
N 7	WHAS	04/24/23	04/30/23	This Week Su THIS WEEK	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: 04/24/23	04/30/23	-----1		1				\$100.00		2.90			
N 8	WHAS	04/24/23	04/28/23	Great Day Live 9-10a GREAT DAY LIVE	CM	9-10a	--111--	:30	3	\$40.00	P04	1.80	NM	3	\$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	--111--		3				\$40.00		1.80			
N 9	WHAS	04/24/23	04/27/23	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 10	WHAS	04/24/23	04/28/23	The View THE VIEW	CM	11-12p	--1-1--	:30	2	\$60.00	P04	2.50	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	--1-1--		2				\$60.00		2.50			
N 11	WHAS	04/24/23	04/28/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	--111--	:30	3	\$50.00	P04	3.50	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: 04/24/23	04/30/23	--111--		3				\$50.00		3.50			
N 12	WHAS	04/24/23	04/27/23	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 13	WHAS	04/24/23	04/28/23	General Hospital GENERAL HOSPITAL	CM	2-3p	--1-1--	:30	2	\$70.00	P04	2.50	NM	2	\$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--		2				\$70.00		2.50			
N 14	WHAS	04/24/23	04/28/23	Daily Blast Live 3-4p DAILY BLAST LIVE!	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: 04/24/23	04/30/23	--1-1--		2				\$40.00		2.10			
N 15	WHAS	04/24/23	04/27/23	Local News @ 530p M-FCM 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 16	WHAS	04/24/23	04/28/23		CM	6-630p		:30	3	\$250.00	P03	7.60	NM	3	\$750.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 6p M-F			-- 111--								
				WHAS11 NEWS @ 6p											
		<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	-- 111--		3				\$250.00		7.60			
N17	WHAS	04/24/23	04/28/23	ABC World News	CM	630-7p	-- 1- 1--	:30	2	\$600.00	P04	10.20	NM	2	\$1,200.00
				ABC WORLD NEWS 630P											
		<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--		2				\$600.00		10.20			
N18	WHAS	04/26/23	04/28/23	Good Morning America	CM	7-9a	-- WTF--	:30	1	\$120.00	P04	3.00	NM	1	\$120.00
				Good Morning America											
		<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	-- WTF--		1				\$120.00		3.00			
N19	WHAS	04/24/23	04/30/23	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:		04/24/23	04/30/23	----- 1		1				\$250.00		8.60			
N20	WHAS	04/24/23	04/27/23	ET 7-730p	CM	7-730p	--- 1---	:30	1	\$250.00	P03	7.50	NM	1	\$250.00
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/24/23	04/30/23	--- 1---		1				\$250.00		7.50			
N21	WHAS	04/24/23	04/28/23	Inside Ed 730-8p	CM	730-8p	-- 2----	: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:		04/24/23	04/30/23	-- 1- 1--		2				\$250.00		7.30			
N22	WHAS	04/24/23	04/26/23	Wed Prime A	CM	8:00 PM-9:00 PM	-- 1----	:30	1	\$475.00	P03	3.90	NM	1	\$475.00
				THE CONNERS/THE GOLDBEI											
		<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				\$475.00		3.90			
N23	WHAS	04/24/23	04/26/23	Wed Prime C	CM	10-11p	-- 1----	:30	1	\$300.00	P04	3.30	NM	1	\$300.00
				A MILLION LITTLE THINGS											
		<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		3.30			
N24	WHAS	04/24/23	04/27/23	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:		04/24/23	04/30/23	--- 1---		1				\$500.00		6.90			
N25	WHAS	04/24/23	04/30/23	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:		04/24/23	04/30/23	----- 1		1				\$300.00		9.90			
N26	WHAS	04/24/23	04/30/23	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:		04/24/23	04/30/23	----- 1		1				\$1,200.00		10.10			
N27	WHAS	04/24/23	04/30/23	LN (M-Su)	CM	11-1135p	-- W--S	:30	2	\$120.00	P04	5.20	NM	2	\$240.00
				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:		04/24/23	04/30/23	-- W--S		2				\$120.00		5.20			
N28	WHAS	04/24/23	04/28/23	Jimmy Kimmel	CM	1135p-1237a	-- W----	:30	1	\$60.00	P03	2.90	NM	1	\$60.00
				JIMMY KIMMEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		04/24/23	04/30/23	-- W----		1				\$60.00		2.90			
N29	WHAS	04/24/23	04/30/23	NBA Playoffs DT Game 2	CM	3:30 PM-6:00 PM	----- 2	:30	2	\$700.00	P03	7.70	NM	2	\$1,400.00
				NBA PLAYOFFS											
		<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	----- 2		2				\$700.00		7.70			
N30	WHAS	04/24/23	04/27/23	NFL Draft Prime	CM	8:00 PM-11:30 PM	--- 1---	:30	1	\$400.00	P04	4.10	NM	1	\$400.00
				NFL DRAFT ROUND 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				\$400.00		4.10			

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		<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				\$400.00		4.10			
N31	WHAS	04/24/23	04/30/23	Local News @ 11p M-F DB	DM	Various	---TF--	:30	3	\$120.00	P04	5.20	NM	3	\$360.00
				Local News @ 11p M-F DB											
		<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	---TF--		3				\$120.00		5.20			
N32	WHAS	04/24/23	04/28/23	Jimmy Kimmel DB	CM	Various	---TF--	:30	2	\$60.00	P03	2.90	NM	2	\$120.00
				Jimmy Kimmel DB											
		<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	---TF--		2				\$60.00		2.90			
													Totals	52	\$10,385.00