

ORDER

Orders
Order / Rev: 2700861
Alt Order #: WOC14121353
Product Desc: 2023 Primary Election
Estimate: 5656
Flight Dates: 05/08/23 - 05/21/23
Original Date / Rev: 05/04/23 / 05/05/23
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
05/01/23	05/16/23	87	\$19,790.00	\$16,821.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2023	87	\$19,790.00	\$16,821.50	404.60
Totals	87	\$19,790.00	\$16,821.50	404.60

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%	\$19,790.00
Market	100%	\$179,909.09

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	89%	\$160,119.09
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	05/08/23	05/16/23	Local News @ 6a M-F GMK @ 6A	CM		11111--	:30	5	\$150.00	P03	2.20	NM	7	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	11111--		5				\$150.00		2.20			
		Week: 05/15/23	05/21/23	11-----		2				\$150.00		2.20			

Order / Rev: 2700861
 Alt Order #: WOC14121353
 Flight Dates: 05/08/23 - 05/21/23

Advertiser: POL/ Kelly Craft / R / Governor / KY
 Product Desc: 2023 Primary Election
 Estimate: 5656
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: 05/08/23	05/14/23	11111--		5				\$150.00		2.20			
		Week: 05/15/23	05/21/23	11-----		2				\$150.00		2.20			
N 2	WHAS	05/08/23	05/12/23	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: 05/08/23	05/14/23	11111--		5				\$200.00		3.70			
N 3	WHAS	05/08/23	05/13/23	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: 05/08/23	05/14/23	-----1-		1				\$90.00		3.60			
N 4	WHAS	05/08/23	05/13/23	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: 05/08/23	05/14/23	-----1-		1				\$90.00		4.30			
N 5	WHAS	05/08/23	05/13/23	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: 05/08/23	05/14/23	-----1-		1				\$150.00		2.40			
N 6	WHAS	05/08/23	05/14/23	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: 05/08/23	05/14/23	-----1		1				\$100.00		3.60			
N 7	WHAS	05/08/23	05/14/23	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: 05/08/23	05/14/23	-----1		1				\$100.00		2.90			
N 8	WHAS	05/08/23	05/12/23	Great Day Live 9-10a GREAT DAY LIVE	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: 05/08/23	05/14/23	11111--		5				\$40.00		1.80			
N 9	WHAS	05/08/23	05/11/23	Access Daily 10-11a ACCESS DAILY	CM	10-11a	-1-1---	:30	2	\$30.00	P04	1.40	NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-1-1---		2				\$30.00		1.40			
N 10	WHAS	05/08/23	05/12/23	The View THE VIEW	CM	11-12p	1--11--	:30	3	\$60.00	P04	2.50	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	1--11--		3				\$60.00		2.50			
N 11	WHAS	05/08/23	05/16/23	Local News @ 12p M-F WHAS11 NEWS AT NOON	CM	12-1p	11111--	:30	5	\$90.00	P03	3.50	NM	7	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	11111--		5				\$90.00		3.50			
		Week: 05/15/23	05/21/23	11-----		2				\$90.00		3.50			
N 12	WHAS	05/08/23	05/12/23	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: 05/08/23	05/14/23	-1--1--		2				\$90.00		2.50			
N 13	WHAS	05/08/23	05/11/23	General Hospital GENERAL HOSPITAL	CM	2-3p	1-11---	: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: 05/08/23	05/14/23	1-11---		3				\$125.00		2.50			
N 14	WHAS	05/08/23	05/12/23	Daily Blast Live 3-4p DAILY BLAST LIVE!	CM	3-4p	-11-1--	:30	3	\$40.00	P04	2.10	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: 05/08/23	05/14/23	-11-1--		3				\$40.00		2.10			
N 15	WHAS	05/08/23	05/11/23	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	CM	530-6p	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: 05/08/23	05/14/23	1--1---		2				\$225.00		5.30			

Order / Rev: 2700861
 Alt Order #: WOC14121353
 Flight Dates: 05/08/23 - 05/21/23

Advertiser: POL/ Kelly Craft / R / Governor / KY
 Product Desc: 2023 Primary Election
 Estimate: 5656

WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	WHAS	05/08/23	05/15/23	Local News @ 6p M-F WHAS11 NEWS @ 6p	CM	6-630p	11111--	:30	5	\$250.00	P03	7.60	NM	6	\$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: 05/08/23	05/14/23	1--1---		2				\$225.00		5.30			
N 17	WHAS	05/08/23	05/12/23	ABC World News ABC WORLD NEWS 630P	CM	630-7p	1-1-1--	:30	3	\$950.00	P04	10.20	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	11111--		5				\$250.00		7.60			
		Week: 05/15/23	05/21/23	1-----		1				\$250.00		7.60			
N 18	WHAS	05/08/23	05/13/23	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: 05/08/23	05/14/23	-----1-		1				\$120.00		3.00			
N 19	WHAS	05/08/23	05/14/23	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: 05/08/23	05/14/23	-----1		1				\$250.00		8.60			
N 20	WHAS	05/08/23	05/12/23	ET 7-730p ENTERTAINMENT TONIGHT	CM	7-730p	1-1-1--	: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: 05/08/23	05/14/23	1-1-1--		3				\$250.00		7.50			
N 21	WHAS	05/08/23	05/11/23	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: 05/08/23	05/14/23	-1-1---		2				\$250.00		7.30			
N 22	WHAS	05/08/23	05/08/23	Mon Prime Other AMERICAN IDOL MON	CM		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: 05/08/23	05/14/23	1-----		1				\$800.00		9.30			
N 23	WHAS	05/15/23	05/15/23	Mon Prime A Mon Prime A	CM	8-9p	1-----	:30	1	\$1,200.00	P03	12.50	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: 05/15/23	05/21/23	1-----		1				\$1,200.00		12.50			
N 24	WHAS	05/12/23	05/12/23	Fri Prime Other Fri Prime Other	CM	8-11p	----F--	:30	1	\$400.00	P03	5.50	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	----F--		1				\$400.00		5.50			
N 25	WHAS	05/08/23	05/09/23	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: 05/08/23	05/14/23	-1-----		1				\$500.00		6.80			
N 26	WHAS	05/08/23	05/10/23	Wed Prime C A MILLION LITTLE THINGS	CM	10-11p	--1----	:30	1	\$300.00	P04	3.30	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	--1----		1				\$300.00		3.30			
N 27	WHAS	05/08/23	05/11/23	Thu Prime B GREY'S ANATOMY	CM	9-10p	---1---	:30	1	\$1,275.00	P03	6.00	NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	---1---		1				\$1,275.00		6.00			
N 28	WHAS	05/08/23	05/12/23	Fri Prime A SHARK TANK FRI	CM	8-9p	----1--	:30	1	\$300.00	P04	5.20	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	----1--		1				\$300.00		5.20			
N 29	WHAS	05/08/23	05/14/23	Sun Prime A AMERICA'S FUNNIEST HOME	CM	7-8p	-----1	:30	1	\$300.00	P04	9.90	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----1		1				\$300.00		9.90			

Order / Rev: 2700861
 Alt Order #: WOC14121353
 Flight Dates: 05/08/23 - 05/21/23

Advertiser: POL/ Kelly Craft / R / Governor / KY
 Product Desc: 2023 Primary Election
 Estimate: 5656
WHAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N30	WHAS	05/08/23	05/14/23	Sun Prime Other 2nd Half AMERICAN IDOL SUN	CM		-----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: 05/08/23	05/14/23	-----1		1				\$1,200.00		10.10			
N31	WHAS	05/08/23	05/15/23	LN (M-Su) WHAS11 NEWS AT 11 M-F/SU	CM	11-1135p	1111111	:30	7	\$120.00	P04	5.20	NM	8	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	1111111		7				\$120.00		5.20			
		Week: 05/15/23	05/21/23	1-----		1				\$120.00		5.20			
N32	WHAS	05/08/23	05/15/23	Jimmy Kimmel JIMMY KIMMEL	CM	1135p-1237a	11111--	:30	5	\$60.00	P03	2.90	NM	6	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	11111--		5				\$60.00		2.90			
		Week: 05/15/23	05/21/23	1-----		1				\$60.00		2.90			
N33	WHAS	05/08/23	05/14/23	NBA Playoffs DT Game NBA Playoffs DT Game 1	CM		-----2	:30	2	\$700.00	P03	8.60	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	-----2		2				\$700.00		8.60			
N34	WHAS	05/08/23	05/12/23	BBN Tonight 135-205a 135-205a M-F	CM	135-205a	MTWTF--	:30	2	\$25.00	P03	5.50	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/08/23	05/14/23	MTWTF--		2				\$25.00		5.50			
													Totals	87	\$19,790.00