

# ORDER

**Orders**  
**Order / Rev:** 2700861  
**Alt Order #:** WOC14121353  
**Product Desc:** 2023 Primary Election  
**Estimate:** 5656  
**Flight Dates:** 05/08/23 - 05/16/23  
**Original Date / Rev:** 05/08/23 / 05/08/23  
**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	50	\$19,730.00	\$16,770.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2023	50	\$19,730.00	\$16,770.50	190.60
<b>Totals</b>	<b>50</b>	<b>\$19,730.00</b>	<b>\$16,770.50</b>	<b>190.60</b>

**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%	\$19,730.00
Market	100%	\$179,363.64

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	89%	\$159,633.64
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	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		2.20			
		Week: 05/15/23	05/21/23	-----		0				\$150.00		2.20			

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 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	1-----		1				\$150.00		2.20			
		Week: 05/15/23	05/21/23	-----		0				\$150.00		2.20			
N 2	WHAS	05/08/23	05/12/23	Good Morning America GOOD MORNING AMERICA	CM		1-----	:30	1	\$200.00	P03	3.70	NM	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				\$200.00		3.70			
N 4	WHAS	05/08/23	05/13/23	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9-10a	-----1-	1:00	1	\$180.00	P03	4.30	NM	1	\$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				\$180.00		4.30			
N 7	WHAS	05/08/23	05/14/23	This Week Su THIS WEEK	CM	9-10a	-----1	1:00	1	\$200.00	P04	2.90	NM	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				\$200.00		2.90			
N 8	WHAS	05/08/23	05/12/23	Great Day Live 9-10a GREAT DAY LIVE	CM	9-10a	1-----	:30	1	\$40.00	P04	1.80	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: 05/08/23	05/14/23	1-----		1				\$40.00		1.80			
N 10	WHAS	05/08/23	05/12/23	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: 05/08/23	05/14/23	1-----		1				\$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	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		3.50			
		Week: 05/15/23	05/21/23	-----		0				\$90.00		3.50			
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	1	\$125.00
		<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				\$125.00		2.50			
N 15	WHAS	05/08/23	05/11/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	1--1---	:30	2	\$225.00	P03	5.30	NM	1	\$225.00
		<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				\$225.00		5.30			
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	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		7.60			
		Week: 05/15/23	05/21/23	-----		0				\$250.00		7.60			
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	1	\$950.00
		<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				\$950.00		10.20			
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	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		7.50			
N 21	WHAS	05/08/23	05/11/23	Inside Ed 730-8p INSIDE EDITION	CM	730-8p	-1-1---	1:00	2	\$500.00	P03	7.30	NM	2	\$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	-1-1---		2				\$500.00		7.30			
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-----	1:00	1	\$2,400.00	P03	12.50	NM	1	\$2,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N25	WHAS	05/08/23	05/09/23	Tue Prime A THE ROOKIE	CM	8-9p	- 1 - - - - -	1:00	1	\$1,000.00	P03	6.80	NM	1	\$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: 05/15/23	05/21/23	1 - - - - -					1	\$2,400.00		12.50			
N28	WHAS	05/08/23	05/12/23	Fri Prime A SHARK TANK FRI	CM	8-9p	- - - - 1 - -	1:00	1	\$600.00	P04	5.20	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: 05/08/23	05/14/23	- 1 - - - - -					1	\$1,000.00		6.80			
N29	WHAS	05/08/23	05/14/23	Sun Prime A AMERICA'S FUNNIEST HOME	CM	7-8p	- - - - - 1	1:00	1	\$600.00	P04	9.90	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: 05/08/23	05/14/23	- - - - 1 - -					1	\$600.00		5.20			
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	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		5.20			
		Week: 05/15/23	05/21/23	- - - - -					0	\$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	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: 05/08/23	05/14/23	1 - - - - -					1	\$60.00		2.90			
		Week: 05/15/23	05/21/23	- - - - -					0	\$60.00		2.90			
N33	WHAS	05/08/23	05/14/23	NBA Playoffs DT Game 1 NBA Playoffs DT Game 1	CM		- - - - - 1	1:00	1	\$1,400.00	P03	8.60	NM	1	\$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	- - - - - 1					1	\$1,400.00		8.60			
N35	WHAS	05/15/23	05/15/23	Local News @ 6a M-F GMK @ 6A	CM		M - - - - -	1:00	1	\$300.00	P03	2.20	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: 05/15/23	05/21/23	M - - - - -					1	\$300.00		2.20			
N36	WHAS	05/16/23	05/16/23	Local News @ 6a M-F GMK @ 6A	CM		- T - - - - -	1:00	1	\$300.00	P03	2.20	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: 05/15/23	05/21/23	- T - - - - -					1	\$300.00		2.20			
N37	WHAS	05/09/23	05/12/23	Local News @ 6a M-F GMK @ 6A	CM		- TWTF - -	1:00	4	\$300.00	P03	2.20	NM	4	\$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	- TWTF - -					4	\$300.00		2.20			
N38	WHAS	05/14/23	05/14/23	Good Morning America Su Good Morning America Su	CM	8-9a	- - - - - S	1:00	1	\$200.00	P03	2.20	NM	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	- - - - - S					1	\$200.00		2.20			
N39	WHAS	05/15/23	05/16/23	Local News @ 12p M-F Local News @ 12p M-F	CM	12-1p	MT - - - - -	1:00	2	\$180.00	P03	2.20	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 05/15/23	05/21/23	MT - - - - -					2	\$180.00		2.20			
N40	WHAS	05/10/23	05/12/23	Local News @ 12p M-F Local News @ 12p M-F	CM	12-1p	- - WTF - -	1:00	3	\$180.00	P03	2.20	NM	3	\$540.00
		<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	- - WTF - -					3	\$180.00		2.20			
N41	WHAS	05/15/23	05/15/23	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	M - - - - -	1:00	1	\$500.00	P03	2.20	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: 05/15/23	05/21/23	M - - - - -					1	\$500.00		2.20			
N42	WHAS	05/09/23	05/12/23	Local News @ 6p M-F Local News @ 6p M-F	CM	6-630p	- TWTF - -	1:00	4	\$500.00	P03	2.20	NM	4	\$2,000.00
		<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	- TWTF - -					4	\$500.00		2.20			

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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:		05/08/23	05/14/23	- TWTF--		4				\$500.00		2.20			
N43	WHAS	05/14/23	05/14/23	Local News @ 630p Su	CM	630-7p	-----S	1:00	1	\$500.00	P03	2.20	NM	1	\$500.00
				Local News @ 630p Su											
		<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	-----S		1				\$500.00		2.20			
N44	WHAS	05/09/23	05/14/23	ET 7-730p	CM	7-730p	--W-F--	1:00	2	\$500.00	P03	2.20	NM	2	\$1,000.00
				ET 7-730p											
		<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	--W-F--		2				\$500.00		2.20			
N45	WHAS	05/09/23	05/14/23	LN (M-Su)	CM	11-1135p	-TWTF-S	1:00	6	\$240.00	P04	2.20	NM	6	\$1,440.00
				LN (M-Su)											
		<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	-TWTF-S		6				\$240.00		2.20			
N46	WHAS	05/15/23	05/15/23	LN (M-Su)	CM	11-1135p	M-----	1:00	1	\$240.00	P04	2.20	NM	1	\$240.00
				LN (M-Su)											
		<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	M-----		1				\$240.00		2.20			
N47	WHAS	05/11/23	05/12/23	Local News @ 530p M-FCM		530-6p	---TF--	1:00	1	\$450.00	P03	2.20	NM	1	\$450.00
				Local News @ 530p M-F											
		<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	---TF--		1				\$450.00		2.20			
													Totals	50	\$19,730.00