

ORDER

Orders
Order / Rev: 2782946
 Alt Order #: _____
 Product Desc: TV
 Estimate: _____
 Flight Dates: 10/07/23 - 10/15/23
 Original Date / Rev: 09/27/23 / 09/27/23
 Order Type: General

WHAS
 Primary AE: Nick Coloprisco
 Sales Office: WHAS
 Sales Region: LOC

Agency
Name: Grit Media
 Buying Contact: _____
 Billing Contact: _____
324 Capital Avenue
Frankfort, KY 40601

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: WEEKLY
 Agency Commission: 15%

Advertiser
Name: POL/ Russell Coleman / R / Attorney G
 Demographic: A25-54
 Product Codes: PL-Candidate: State Attorney General
 Revenue Code 1: AGY
 Revenue Code 2: (POL) Political
 Revenue Code 3: (POL) Candidate
 Priority: P04

New Business End: _____
 Advertiser External ID: M221100
 Agency External ID: 20569AG
 Unit Code: General
 Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/02/23	10/08/23	5	\$4,280.00	\$3,638.00
10/09/23	10/15/23	29	\$6,740.00	\$5,729.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2023	34	\$11,020.00	\$9,367.00	0.00
Totals	34	\$11,020.00	\$9,367.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Coloprisco			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHAS	16%	\$11,020.00
Market	100%	\$68,875.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	84%	\$57,855.00
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	10/09/23	10/15/23	Local News @ 5a M-F	CM	5-6a	MTWTF--	:30	3	\$80.00	P03	0.00	NM	3	\$240.00
				Local News @ 5a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/09/23	10/15/23	MTWTF--		3		\$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:		10/09/23	10/15/23	MTWTF--					3	\$80.00		0.00			
N 2	WHAS	10/09/23	10/15/23	Local News @ 6a M-F	CM	6-7a	MTWTF--	:30	3	\$150.00	P03	0.00	NM	3	\$450.00
				Local News @ 6a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/23	10/15/23	MTWTF--					3	\$150.00		0.00			
N 3	WHAS	10/09/23	10/15/23	Good Morning America	CM	6:56 AM-8:00 AM	MTWTF--	:30	3	\$200.00	P03	0.00	NM	3	\$600.00
				Good Morning America	(6:56 AM-8:00 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/23	10/15/23	MTWTF--					3	\$200.00		0.00			
N 4	WHAS	10/09/23	10/15/23	Local News @ 12p M-F	CM	11:58 AM-12:30 PM	P1MTWTF--	:30	3	\$90.00	P03	0.00	NM	3	\$270.00
				Local News @ 12p M-F	(11:58 AM-12:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/23	10/15/23	MTWTF--					3	\$90.00		0.00			
N 5	WHAS	10/09/23	10/15/23	Local News @ 5p M-F	CM	5-530p	MTWTF--	:30	3	\$200.00	P03	0.00	NM	3	\$600.00
				Local News @ 5p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/23	10/15/23	MTWTF--					3	\$200.00		0.00			
N 6	WHAS	10/09/23	10/15/23	Local News @ 6p M-F	CM	6-630p	MTWTF--	:30	3	\$250.00	P03	0.00	NM	3	\$750.00
				Local News @ 6p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/23	10/15/23	MTWTF--					3	\$250.00		0.00			
N 7	WHAS	10/09/23	10/15/23	ET 7-730p	CM	7-730p	MTWTF--	:30	3	\$250.00	P03	0.00	NM	3	\$750.00
				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:		10/09/23	10/15/23	MTWTF--					3	\$250.00		0.00			
N 8	WHAS	10/07/23	10/15/23	Local News @ 9a Sa	CM	9-10a	-----S-	:30	1	\$180.00	P02	0.00	NM	2	\$360.00
				Local News @ 9a Sa											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/23	10/08/23	-----S-					1	\$180.00		0.00			
Week:		10/09/23	10/15/23	-----S-					1	\$180.00		0.00			
N 9	WHAS	10/09/23	10/15/23	Local News @ 4p M-F	CM	3:58 PM-4:30 PM	MTWTF--	:30	3	\$100.00	P03	0.00	NM	3	\$300.00
				Local News @ 4p M-F	(3:58 PM-4:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/23	10/15/23	MTWTF--					3	\$100.00		0.00			
N 10	WHAS	10/07/23	10/15/23	Sun Prime A	CM	7-8p	-----S	:30	1	\$300.00	P04	0.00	NM	2	\$600.00
				Sun Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/23	10/08/23	-----S					1	\$300.00		0.00			
Week:		10/09/23	10/15/23	-----S					1	\$300.00		0.00			
N 11	WHAS	10/09/23	10/09/23	NFL Mo Game	CM	Various	M-----	:30	1	\$1,500.00	P04	0.00	NM	1	\$1,500.00
				NFL Mo Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/23	10/15/23	M-----					1	\$1,500.00		0.00			
N 12	WHAS	10/07/23	10/07/23	NCAA Football Prime	CM	8-1130p	-----S-	:30	1	\$3,000.00	P04	0.00	NM	1	\$3,000.00
				NCAA Football Prime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/23	10/08/23	-----S-					1	\$3,000.00		0.00			
N 13	WHAS	10/07/23	10/15/23	NCAA FB Daytime EarlyGM	CM	12-330p	-----S-	:30	1	\$300.00	P04	0.00	NM	2	\$600.00
				NCAA Football Game 1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/23	10/08/23	-----S-					1	\$300.00		0.00			
Week:		10/09/23	10/15/23	-----S-					1	\$300.00		0.00			
N 14	WHAS	10/09/23	10/15/23	Wed Prime A	CM	8-9p	--W----	:30	1	\$500.00	P04	0.00	NM	1	\$500.00
				Wed Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/23	10/15/23	--W----					1	\$500.00		0.00			
N 15	WHAS	10/07/23	10/07/23	U of L Pre Fball Show	CM	Various	-----S-	:30	1	\$500.00	P04	0.00	NM	1	\$500.00
				U of L Pre Fball Show											

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		Week: 10/02/23	10/08/23	-----S-	1	\$500.00	0.00								
													Totals	34	\$11,020.00