

WHAS 520 W. Chestnut St. Louisville, KY 40202 Main: (502)582-7711 Billing:

Billing Address:

Main Street Media Group / POL Attention: Ryan Stanley PO Box 25093 Alexandria, VA 22313

Send Payment To:

WHAS P.O. Box 637386 Cincinnati, OH 45263-7386

Property	WHAS						
Invoice #	1962578-1	Order #	1962578				
Invoice Date	10/25/20	Alt Order #	WOC12431951				
Invoice Month	October 2020	Deal #					
Invoice Period	09/28/20 - 10/25/20	Flight Dates	10/20/20 - 10/26/20				
Advertiser	ISS/ Keep Kentucky	Great					
Product	Kentucky						
Estimate #	5204						
	Account Executive	Ben Stecker					
	Sales Office	TEGNA Sales Washington I					
	Sales Region	National					
	Agency Code	9914775					
	Advertiser Code	218					
	Billing Calendar	Broadcast					
	Billing Type	Cash					
	Special Handling						
	Agency Ref	10862AG					
	Advertiser Ref	187943					
	Product 1	473					

Product 2

						Spots/				
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type		
1 10/20/20	10/23/20	»WHAS11 NEWS @ amp; 630p Su-F	6 & 6-630p	- 1- 11	:30	3	\$700.00	NM		
Weeks:		End Date <u>MTWTFSS</u> 10/25/20 - 1 - 11	Spots/Week 3	<u>Rate</u> \$700.00						
Spots: # Ch	Day Air D	ate Air Time Desc	ription_	Start/End Time	Lengt	h Ad-ID			Rate	Type
1 All	Tu 10/20	0/20 6:08 PM »WH	AS11 NEWS @ 6 &am	np; 63(6-630p	:3	O KKGT2OT	V3009H		\$700.00	MM
2 All	Th 10/22	2/20 6:28 PM »WH	AS11 NEWS @ 6 &am	np; 63(6-630p	:3	O KKGT2OT	V3009H		\$700.00	NM
3 All	F 10/2	3/20 6:12 PM »WH	AS11 NEWS @ 6 &am	np; 63(6-630p	:3	O KKGT2OT	V3009H		\$700.00	NM
2 10/20/20	10/26/20	»ABC World News	630-7p	1- 1- 1	:30	3	\$1,450.00	NM		
Weeks:		End Date MTWTFSS 1-1-1	Spots/Week 3	Rate \$1,450.00						
Spots: # Ch	Day Air D	ate Air Time Desc	ription_	Start/End Time	Lengt	h Ad-ID			Rate	Type
1 All	W 10/2	1/20 6:29 PM »AB	C World News	630-7p	:3	O KKGT2OT	V3009H		\$1,450.00	MM
2 All	F 10/2	3/20 6:29 PM »AB	C World News	630-7p	:3	O KKGT2OT	V3009H		\$1,450.00	NM
3 10/20/20	10/26/20	»ENTERTAINMENT NIGHT	TO 7-730p	11-1	:30	3	\$800.00	NM		
Weeks:		End Date <u>MTWTFSS</u> 10/26/20 11-1	Spots/Week 3	<u>Rate</u> \$800.00						
Spots: # Ch	Day Air D	Oate Air Time Desc	cription_	Start/End Time	Lengt	h Ad-ID			Rate	Type
1 All	Tu 10/20	0/20 7:17 PM »EN	TERTAINMENT TONIC	GHT 7-730p	:3	O KKGT2OT	V3009H		\$800.00	NM
2 All	Th 10/22	2/20 6:59 PM »EN	TERTAINMENT TONIC	GHT 7-730p	:3	O KKGT2OT	V3009H		\$800.00	NM
4 10/20/20	10/23/20	»INSIDE EDITION	730-8p	111	:30	3	\$800.00	NM		
Weeks:		End Date MTWTFSS 111	Spots/Week 3	Rate \$800.00						
Spots: # Ch	Day Air D	Oate Air Time Desc	ription	Start/End Time	Lengt	h Ad-ID			Rate	Туре

Standard Terms: If you are purchasing broadcast spot advertising, station website advertising, or OTT advertising from a TEGNA national seller or TEGNA broadcast station, the transaction is subject to the TEGNA Standard Advertising Terms and Conditions ("TEGNA Terms"), which are available at http://bit.ly/2eyrbCA, as well as on the Advertise page from the Connect menu of the Station's website. If you are purchasing only OTT advertising directly from Premion and not from a local station, the transaction is subject to the Premion Standard Advertising Terms and Conditions ("Premion Terms"), which are available at https://premion.com/advertising-terms-and-conditions/.

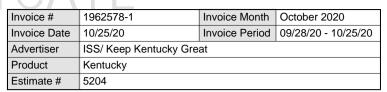
You will be deemed to have accepted the TEGNA Terms or Premion Terms, as applicable, upon the earliest of (i) the date the campaign contemplated by this Contract first launches, or (ii) the date on which you pay any amounts specified on an invoice related to this Contract. We warrant that the actual broadcast information shown on our invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

Non-Discrimination: TEGNA, its stations and Premion do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.

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Spots/	
Opuls/	

Line Start Date	End Date Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
4 10/20/20	10/23/20 »INSIDE EDITION	730-8p	111	:30	3	\$800.00	NM	
Spots: # Ch	Day Air Date Air Time De	escription	Start/End Time	Lengt	n Ad-ID			Rate Type
1 All		NSIDE EDITION	730-8p		KKGT201	V3009H		\$800.00 NM
2 All		NSIDE EDITION	730-8p		KKGT20T			\$800.00 NM
3 All		NSIDE EDITION	730-8p		KKGT20T			\$800.00 NM
0 7111	1 10/20/20 7:00 1 101 211	TOIDE EDITION	700 ор	.00	,	700001		φοσσ.σσ 14101
6 10/20/20	10/20/20 »CONNORS/BLES S MESS	·	- 1	:30	1	\$1,325.00	NM	
Weeks:	Start Date End Date MTWTF 10/19/20 10/25/20 - 1		<u>Rate</u> \$1,325.00					
Spots: # Ch	Day Air Date Air Time De	escription_	Start/End Time	Lengtl	n Ad-ID			Rate Type
1 All	Tu 10/20/20 »(See MG 7.2,7.3,7.4,7.5	CONNORS/BLESS THIS N	1ESS 8-9p	:00)			\$1,325.00 NM
7 10/20/20	10/20/20 »MIXED-ISH/BLAG	CK-ISH 9-10p	- 1	:30	1	\$1,075.00	NM	
Weeks:	Start Date End Date MTWTF 10/19/20 10/25/20 - 1		Rate \$1,075.00					
Spots: # Ch	Day Air Date Air Time De	escription_	Start/End Time	Lengtl	n Ad-ID			Rate Type
1 All	Tu 10/20/20 »N See MG 7.2,7.3,7.4,7.5	/IXED-ISH/BLACK-ISH	9-10p	:00)			\$1,075.00 NM
5 All	Tu 10/20/20 10:21 AM Ac MG for 9.1,6.1,7.1	cess Daily 10-11a	10-11a	:30) KKGT20T	V3009H		\$100.00 NM
4 All	Tu 10/20/20 4:43 PM Lo MG for 9.1,6.1,7.1	cal News @ 4p M-F	4-5p	:30) KKGT20T	V3009H		\$275.00 NM
3 All	Tu 10/20/20 10:45 PM Tu MG for 9.1,6.1,7.1	e Prime C	10-11p	:30) KKGT20T	V3009H		\$1,075.00 NM
2 All	Th 10/22/20 10:59 PM Pr MG for 9.1,6.1,7.1	ime Political Program	Various	:30) KKGT20T	V3009H		\$3,000.00 NM
8 10/20/20	10/21/20 »GOLDBERGS/SO ED	·	1	:30	1	\$1,800.00	NM	
Weeks:	<u>Start Date</u> <u>End Date</u> <u>MTWTF</u> <u>10/19/20</u> <u>10/25/20</u> <u>- 1 - 1 1 1 1 1 1 1 1 1 1 1 - 1 1 1 1 1 1 1 1 1 1 1 - 1 1 1 1 1 1 1 1 1 1 1 - 1 1 1 1 1 1 1 1 1 1 1 - 1 1 -</u>	SS Spots/Week 1	Rate \$1,800.00					
Spots: # Ch	Day Air Date Air Time De	escription_	Start/End Time	Lengtl	n Ad-ID			Rate Type
1 All	W 10/21/20 7:59 PM »C	OLDBERGS/SCHOOLED) 8-9p	:30	KKGT201	V3009H		\$1,800.00 NM
9 10/20/20	10/22/20 »A MILLION LITTL NGS	E THI 9-10p	1	:30	1	\$2,050.00	NM	
Weeks:	Start Date		Rate \$2,050.00					
Spots: # Ch	Day Air Date Air Time De	escription	Start/End Time	<u>Leng</u> tl	n Ad-ID			Rate Type
1 All	Th 10/22/20 »A See MG 7.2,7.3,7.4,7.5	MILLION LITTLE THING	S 9-10p	:00				\$2,050.00 NM
10 10/20/20	10/23/20 »20/20	8-11p	1	:30	1	\$1,325.00	NM	
Weeks:	Start Date End Date MTWTF 10/19/20 10/25/20 1		Rate \$1,325.00					

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INVOICE

Send Payment To:



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Su 10/25/20

WHAS P.O. Box 637386 Cincinnati, OH 45263-7386

Invoice #	1962578-1	Invoice Month	October 2020				
Invoice Date	10/25/20	Invoice Period	09/28/20 - 10/25/20				
Advertiser	ISS/ Keep Kentucky Great						
Product	Kentucky						
Estimate #	5204						

							Spots/			
Line Start Date	End Date	Description		Start/End Time	MTWTFSS	Length	Week	Rate	Type	
10 10/20/20	10/23/20	»20/20		8-11p	1	:30	1	\$1,325.00	NM	
Spots: # Ch	Day Air	Date Air Time	Description	on_	Start/End Time	Lengtl	n Ad-ID			Rate Type
1 All	F 10	/23/20 10:33 PM	1 »20/20		8-11p	:30) KKGT20T	V3009H		\$1,325.00 NM
11 10/20/20	10/24/20	»ABC COLLEC	SE FOOTB	12-330p	1-	:30	1	\$850.00	NM	
Weeks:	Start Date 10/19/20	End Date MTV	<u>VTFSS</u> 1-	Spots/Week 1	<u>Rate</u> \$850.00					
Spots: # Ch	Day Air	Date Air Time	Description	on_	Start/End Time	Lengtl	n Ad-ID			Rate Type
1 All	Sa 10	/24/20 11:58 AN	1 »ABC CC	LLEGE FOOTBAL	L 12F12-330p	:30) KKGT20T	V3009H		\$850.00 NM
12 10/20/20	10/24/20	»ABC COLLEC	SE FOOTB	330-7p	1-	:30	1	\$1,450.00	NM	
Weeks:	Start Date 10/19/20	End Date MIT 10/25/20	<u>VTFSS</u> 1-	Spots/Week 1	<u>Rate</u> \$1,450.00					
Spots: # Ch	<u>Day</u> Air		Description		Start/End Time		n Ad-ID			Rate Type
1 All	Sa 10	/24/20 4:23 PN	1 »ABC CC	LLEGE FOOTBAL	L 33(330-7p	:30) KKGT2OT	V3009H		\$1,450.00 NM
13 10/20/20	10/24/20	»ABC PRIME (FOOTBALL		·	1-	:30	1	\$1,200.00	NM	
Weeks:	Start Date 10/19/20	End Date MIT 10/25/20	<u>VTFSS</u> 1-	Spots/Week 1	Rate \$1,200.00					
Spots: # Ch			Description		Start/End Time		n Ad-ID			Rate Type
1 All	Sa 10	/24/20 7:27 PN	1 »ABC PR	IME COLLEGE FO	OTB.8-1130p	:30) KKGT2OT	V3009H		\$1,200.00 NM
14 10/20/20	10/25/20	»FUNNIEST H EOS		7-8p	1	:30	1	\$1,450.00	NM	
Weeks:	Start Date 10/19/20	End Date MIT 10/25/20	<u>VTFSS</u> 1	Spots/Week 1	Rate \$1,450.00					
Spots: # Ch			Description		Start/End Time		n Ad-ID			Rate Type
1 All	Su 10	/25/20 7:19 PN	1 »FUNNIE	ST HOME VIDEOS	5 7-8p	:30) KKGT2OT	V3009H		\$1,450.00 NM
15 10/20/20	10/25/20	»KIDS SAY TH EST THINGS		·	1	:30	1	\$1,450.00	NM	
Weeks:	Start Date 10/19/20	End Date MIV 10/25/20	<u>VTFSS</u> 1	Spots/Week 1	Rate \$1,450.00					
Spots: # Ch			Description		Start/End Time		n Ad-ID			Rate Type
1 All	Su 10	/25/20 8:44 PN	1 »KIDS SA	AY THE DARNDES	T TH 8-9p	:30) KKGT20T	V3009H		\$1,450.00 NM
16 10/20/20	10/25/20	M-F/SU	_	11:00 PM-11:30 PM	M1	:30	1	\$600.00	NM	
Weeks:	Start Date 10/19/20	End Date MIT 10/25/20	<u>VTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$600.00					
Spots: # Ch	Day Air	Date Air Time	Description	<u>on</u>	Start/End Time	Lengtl	n Ad-ID			Rate Type

Total Spots 22

:30 KKGT20TV3009H

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11:28 PM »WHAS11 NEWS AT 11 M-F/SU 11:00 PM-11:30 PN

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\$600.00 NM

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Invoice #	1962578-1	Invoice Month	October 2020				
Invoice Date	10/25/20	Invoice Period	09/28/20 - 10/25/20				
Advertiser	ISS/ Keep Kentucky Great						
Product	Kentucky						
Estimate #	5204						

Include Invoice # on Check - Payment Terms 30 Days

Gross Total \$23,575.00

Agency Commission \$3,536.25

Net Amount Due \$20,038.75

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