## ORDER

Agency Advertiser	Alt Order # Product De Estimate: Flight Date Original Da Order Type Name: Buying Con Billing Con Billing Con	esc: <u>N</u> 	//BGF/ 1938 7/31/2 7/27/2 Genera //entzo 2210 G el Air,	23 - 08/06/23 23 / 07/27/23	ces/ POL		-	ice: gion: pe:		WHAS Taylor Fritso TSWAS NAT	h			
	Estimate: Flight Date Original Da Order Type Name: Buying Con Billing Con		1938 17/31/2 7/27/2 Genera Mentzo 2210 G el Air,	23 - 08/06/23 23 / 07/27/23 al er Media Servio Grey Fox Ct	ces/ POL		Sales Offi Sales Reg Billing Typ Billing Cal	ice: gion: pe:		Taylor Fritso TSWAS NAT Cash	:h			
	Flight Date Original Da Order Type Name: Buying Con Billing Con	es: <u>0</u> ate / Rev: <u>0</u> e: <u>6</u> ntact: <u>-</u> tact: <u>2</u> <u>8</u>	7/31/2 7/27/2 Senera Mentzo 2210 G el Air,	23 / 07/27/23 al er Media Servio Grey Fox Ct	ces/ POL		Sales Offi Sales Reg Billing Typ Billing Cal	ice: gion: pe:		Taylor Fritso TSWAS NAT Cash	:h			
	Original Da Order Type Name: Buying Con Billing Con Billing Con	ate / Rev: 0 e: 0 ntact: - tact: - tact: 2 B	AF/27/2 Benera Mentzo 2210 G el Air,	23 / 07/27/23 al er Media Servio Grey Fox Ct	ces/ POL		Sales Offi Sales Reg Billing Typ Billing Cal	ice: gion: pe:		TSWAS NAT Cash	:h			
	Order Type Name: Buying Con Billing Con Name: Demograp	e: <u>G</u> ntact: <u></u> tact: <u></u> <u>1</u>	Genera Mentzo 2210 G el Air,	al <b>er Media Servi</b> o Grey Fox Ct	ces/ POL		Sales Offi Sales Reg Billing Typ Billing Cal	ice: gion: pe:		TSWAS NAT Cash				
	Order Type Name: Buying Con Billing Con Name: Demograp	e: <u>G</u> ntact: <u></u> tact: <u></u> <u>1</u>	<b>fentzo</b> 210 G el Air,	er Media Servio Grey Fox Ct	ces/ POL		Billing Typ Billing Cal	De:		Cash				
	Name: Buying Con Billing Con Name: Demograpi	ntact: tact: B	<b>fentzo</b> 210 G el Air,	er Media Servio Grey Fox Ct	ces/ POL		Billing Typ Billing Cal	De:		Cash				
	Buying Con Billing Con Name: Demograpi	ntact: itact: B  B	210 G el Air,	Grey Fox Ct	ces/ POL		Billing Cal							
\dvertiser	Billing Con Name: Demograp	tact:	el Air,	-			Billing Cal							
Advertiser	Name: Demograp	2 	el Air,	-			-	lendar:		<b>D</b>				
Advertiser	Demograp	B	el Air,	-				Billing Calendar:			Broadcast			
Advertiser	Demograp	B	el Air,	-			Billing Cycle: Agency Commission:			EOM/EOC 15%				
Advertiser	Demograp	_	55/ P											
Advertiser	Demograp	_	SS/ P											
			ISS/ Bluegrass Freedom Action A35+ IS-Governor				Nou Duri		d					
							_ New Business End: _ Advertiser External ID:			M214038				
	Revenue Code 1:		AGY (POL) Political				Agency External ID: Unit Code:			3924AG General				
Revenue Code 2: Revenue Code 3:		Code 2: (I												
		Code 3: (I	(POL) Issue				Order Separation:			00:15:00				
	Priority:		P04											
Bill Plan						Totals								
Start Date E	nd Date	# Spots Gr	oss A	mount Net A	mount	Month		i	# Spots	Gross Amo		et Amount	Rating	
07/31/23 08	8/06/23	63	\$20	0,635.00	\$17,539.75	Augus	t 2023		63	\$20,63		\$17,539.75	87.2	
						Totals			63	\$20,63	5.00	\$17,539.75	87.20	
Account Execut Account Executiv		Sales Office	Sa	ales Region	Start Date / E	End Date			Order %	1				
Taylor Fritsch					Start Of Orde	er - End (	Of Order		100%	1				
Order Share		Shar	re l	Total	1									
WHAS			2%	\$20,635.00	]									
Market		100		\$171,958.33										
Competitive Sha	are	Shar	re	Total	1									
CABLE			0%	\$0.00										
UNKWN		88	3%	\$151,323.33										
WAVE		(	)%	\$0.00										
WBKI		(	0%	\$0.00										
WBNA		(	0%	\$0.00										
WDRB			0%	\$0.00										
WFTE			0%	\$0.00										
WKMJ			)%	\$0.00										
WKPC			)%	\$0.00										
WKZT			)%	\$0.00										
WLKY			)%	\$0.00 \$0.00										
Ln Ch S	Start End	Inventor	y Co	de Brea	k Start/End	Time	Days	Len S	Spots	Rate Pri	Rtg Type	e Spots	Amount	
N 1 WHAS 07	7/31/23 08/04	1/23 Local Ne GMK @			6:30 AM-7:0 (6:30 AM-7:		1111	:30	5	\$300.00 P02	1.00 NN	1 5	\$1,500.0	
<u>Start Da</u> Week: 07/31/2		ate Weekd	ays	Spots/Wee		Rating 1.0								

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Order / Rev:	2747998	Advertiser:	ISS/ Bluegrass Freedom Action	
Alt Order #:	WOC14226857	Product Desc:	MBGFA	WHAS
Flight Dates:	07/31/23 - 08/06/23	Estimate:	11938	

Ln Ch Start End	Inventory Code Break	Start/End Ti	me Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
Start Date End Date   Week: 07/31/23 08/06/23	Weekdays Spots/Week	<u>Rate</u> \$300.00	Rating 1.00						
N 2 WHAS 07/31/23 08/04/23	Good Morning America CM		AM 21212	:30	8	\$325.00 P02	1.55 NM	8	\$2,600.00
GOOD MORNING AMERICA 7/(7:00 AM-8:00 AM)									
Start Date End Date   Week: 07/31/23 08/06/23	Weekdays Spots/Week 21212 8	<u>Rate</u> \$325.00	Rating 1.55						
N 3 WHAS 07/31/23 08/04/23	Good Morning America CM	8:00 AM-9:00	AM 12121	:30	7	\$325.00 P02	1.19 NM	7	\$2,275.00
Start Data End Data	GOOD MORNING AMERICA 8								
Start Date End Date   Week: 07/31/23 08/06/23	WeekdaysSpots/Week121217	<u>Rate</u> \$325.00	Rating 1.19						
N 4 WHAS 07/31/23 08/05/23	Good Morning America SCM GOOD MORNING AMERICA	7:00 AM-9:00	) AM2-	:30	2	\$180.00 P02	1.20 NM	2	\$360.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 07/31/23 08/06/23 N 5 WHAS 07/31/23 08/06/23	2- 2 Good Morning America SCM	\$180.00 8-9a	1.20	:30	1	\$200.00 P02	1 48 NM	1	\$200.00
N 3 WIRD 01/31/23 00/00/23	GOOD MORNING AMERICA	0.54	1	.50		φ200.001 02	1.40 140		φ200.00
Start Date End Date 08/06/23	Weekdays Spots/Week	<u>Rate</u> \$200.00	Rating 1.48						
N 6 WHAS 07/31/23 08/04/23	Local News @ 12p M-F CM	· ·	:30 PI11111	:30	5	\$180.00 P02	1.05 NM	5	\$900.00
	WHAS11 NEWS AT NOON	(12:00 PM-12	,						
Start Date End Date   Week: 07/31/23 08/06/23	WeekdaysSpots/Week111115	<u>Rate</u> \$180.00	Rating 1.05						
N 7 WHAS 07/31/23 08/04/23	Local News @ 12p M-F CM		0 PM11111	:30	5	\$180.00 P02	0.99 NM	5	\$900.00
Start Date End Date	WHAS11 NEWS AT 1230P Weekdays Spots/Week	(12:30 PM-1:0	· ·						
Week: 07/31/23 08/06/23	<u>111111 5</u>	<u>Rate</u> \$180.00	Rating 0.99						
N 8 WHAS 07/31/23 08/04/23	Local News @ 4p M-F CM WHAS11 NEWS @ 430P	4-5p	11111	:30	5	\$180.00 P02	1.03 NM	5	\$900.00
Start Date End Date   Week: 07/31/23 08/06/23	Weekdays Spots/Week	<u>Rate</u> \$180.00	Rating 1.03						
N 9 WHAS 07/31/23 08/04/23	Local News @ 5p M-F CM	5-530p	11111	:30	5	\$350.00 P02	1.45 NM	5	\$1,750.00
	WHAS11 NEWS @ 5p								
<u>Start Date</u> <u>End Date</u> Week: 07/31/23 08/06/23	Weekdays Spots/Week 11111 5	<u>Rate</u> \$350.00	<u>Rating</u> 1.45						
N10 WHAS 07/31/23 08/04/23	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	530-6p	11111	:30	5	\$400.00 P02	1.49 NM	5	\$2,000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 07/31/23 08/06/23	11111 5	\$400.00	1.49	.20		¢ 450.00 D00	4.07.114	_	¢0.050.00
N11 WHAS 07/31/23 08/04/23	WHAS11 NEWS @ 6p	6-630p	11111	:30	5	\$450.00 P02	1.97 NIVI	5	\$2,250.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 07/31/23 08/06/23 N12 WHAS 07/31/23 08/04/23	11111 5 ET 7-730p CM	\$450.00 7-730p	1.97 11111	:30	5	\$500.00 P02	1.80 NM	5	\$2,500.00
	ENTERTAINMENT TONIGHT	1-100p	11111	.50	0	φ <b>300.00</b> 1 02	1.00 110	5	ψ2,000.00
Start Date End Date   Week: 07/31/23 08/06/23	Weekdays Spots/Week	Rate	Rating 1.80						
N13 WHAS 07/31/23 08/06/23	•	\$500.00 730-8p	11111	:30	5	\$500.00 P02	1.75 NM	5	\$2,500.00
	INSIDE EDITION				-			-	. ,
Start Date End Date   Week: 07/31/23 08/06/23	WeekdaysSpots/Week111115	<u>Rate</u> \$500.00	Rating 1.75						
		+					Totals	63	\$20,635.00