ORDER

Orders	Order / Rev:	2751382		
	Alt Order #:	WOC14231816	_	
	Product Desc:	MBGFA	_	
	Estimate:	11952	_	WHAS
	Flight Dates:	08/07/23 - 08/15/23	Primary AE:	Taylor Fritsch
	Original Date / Rev:	08/04/23 / 08/15/23	Sales Office:	TSWAS
	Order Type:	General	Sales Region:	NAT
Agency	Name:	Mentzer Media Services/ POL		
	Buying Contact:		– Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		2210 Grey Fox Ct	Billing Cycle:	EOM/EOC
		Bel Air, MD 21015	Agency Commission:	15%
Advertiser	Name:	ISS/ Bluegrass Freedom Action		
	Demographic:	A35+	- New Business End:	
	Product Codes:	IS-Governor	- Advertiser External ID:	M214038
	Revenue Code 1:	AGY	- Agency External ID:	3924AG
	Revenue Code 2:	(POL) Political	Unit Code:	General
	Revenue Code 3:	(POL) Issue	Order Separation:	00:15:00
	Priority:	P04	_	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
07/31/23	08/15/23	60	\$19,950.00	\$16,957.50		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2023	60	\$19,950.00	\$16,957.50	83.48
Totals	60	\$19.950.00	\$16.957.50	83.48

Account Executives

Account Executive Sales Office Sales Re		Sales Region	Start Date / End Date	Order %
Taylor Fritsch			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHAS	12%	\$19,950.00
Market	100%	\$166,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	88%	\$146,300.00
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 Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	WHAS	08/07/23	08/13/23	Good Morning Ame			1	:30	1	\$200.00 P02	1.48 NM	1	\$200.00
				GOOD MORNING	AMERICA								
	Sta	rt Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
W	eek: 08/0	07/23	08/13/23	1	1	\$200.00	1.48						

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Order / Rev: 2751382 Advertiser: ISS/ Bluegrass Freedom Action

Alt Order #: WOC14231816 Product Desc: MBGFA WHAS

Flight Dates: 08/07/23 - 08/15/23 Estimate: 11952

Start Date	Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Da	ıys	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 2 WHAS 0807/23 0812/23 Coord Morning Americas SIM 7-0e														
Start Date End Date Mockdays Spots/Week Rate Start Date								1_	.30	1	\$180 00 P02	1 20 NM	1	\$180.00
Sant Date End Date Weekdays Spots/Week Sant Date Weekdays Spots/Week Sant Date Sant	N Z WILAG	00/01/2	.5 00/12/23	_		1-3a		1-	.50	'	ψ100.001 02	1.20 INIVI	l '	Ψ100.00
N 3 WHAS 0807723 081423 Local News 61 12p M-F CM 12-1p 11-11 30 4 \$180.00 P02 1.05 NM 5 \$000.00			End Date		Spots/Week		Rating							
WHAST IN NEW S AT NOON (12.00 PM-12.30 PM) Weekedays Spots/Week Rate Rating Weekedays Spots/Week Rate											*		_	
Start Date End Date Weekdays Spots/Week Ratio Ratio Start Date Weekdays Spots/Week Ratio Start Date Weekdays Spots/Week Ratio Ratio Start Date Weekdays Spots/Week Ratio Ratio Start Date Start Dat	N 3 WHAS	08/07/2	23 08/14/23			•		11	:30	4	\$180.00 P02	1.05 NM	5	\$900.00
Week: 08017/23 08173/23 11-11-	Sta	rt Date	End Date			` _	′							
N 4 WHAS 08/07/23 08/15/23 Local News @ 12/0 M.F CM 12/30 PM-1:100 PM 1111 30	Week: 08/	07/23	08/13/23	11-11	4	\$180.00								
Week: 08/07/23 08/13/23 01111- 1111- 18/08/08 18/08 0.99					•						A		_	
Week: 08/07/23 08/13/23 1111-1-				WHAS11 NEWS	AT 1230P	(12:30 PM-	1:00 PM)	11	:30	4	\$180.00 P02	0.99 NM	5	\$900.00
New New														
Start Date Gold Date Weekdays Cool Morning America CM Start Date Start														
Neek: 08107/23 08173/23 1-1-1- 3 \$180.00 1.03	N 5 WHAS	08/07/2						- 1	:30	3	\$180.00 P02	1.03 NM	4	\$720.00
New New	Sta	rt Date	End Date		Spots/Week	Rate	Rating							
N 6 WHAS 08/07/23 08/15/23 Good Morning America CM 7:00 AM-8:00 AM 111111- :30 5 \$325.00 P02 1.55 NM 7 \$2,275.00 Start Date End Date Weekdays Spots/Week Rate Rating Sazion Sazion														
Start Date End Date Week 208/07/23 0813/23 111111- 5 \$325.00 1.55								11	.30	5	\$325 00 P02	1 55 NM	7	\$2 275 00
Week: 08/07/23 08/13/23 11111 5 \$325.00 1.55	14 0 1411/10	00/01/2	.0 00/10/20						.00	Ü	ψ020.001 02	1.00 14141	'	Ψ2,270.00
Week: 08/14/23 08/20/23 11 2 \$325.00 1.55														
N 7 WHAS 08/07/23 08/14/23 Local News @ 6p M-F CM					_									
Start Date End Date Weekdays Spots/Week Rate 4						-		11	:30	4	\$450.00 P02	1.97 NM	5	\$2,250.00
Week: 08/14/23 08/13/23 1-11-	01-		E. J.D.		•	D-1-	Detien							
Spot Ch Date Range Description Start/End Time Start/End Time Weekdays Length Rate Rtg Type Start/End Time Start/End Time Rtg Type Start/End Time Start/End Time Rtg Type Typ														
5 WHAS 08/14/23-08/20/23 Local News @ 6p M-F 6-630p M 3:30 (\$450.00) 1.97 NM See MG 7.6 [Recon Preempt-Other: DNA- Dropped per Request] 6 WHAS 08/14/23-08/20/23 Local News @ 6p M-F 6-630p -T 3:30 \$450.00 1.97 NM MG for 7.5 08/14	Week: 08/	14/23	08/20/23	_		\$450.00								
See MG 7.6								We M	ekdays					
6 WHAS 08/14/23-08/20/23 Local News @ 6p M-F 6-630p T-T				ocar news @ op n	<i>1-1</i> 0-03	юр		141-			.30 (φ.300.00)	1.97 14101		
№ MG for 7.5 v8/14 N 8 WHAS 08/07/23 v8/15/23 Local News @ 5p M-F CM vHAS11 NEWS @ 5p 5-530p value 111-1- v30 v4 v350.00 P02 v1.45 NM vHAS11 NEWS @ 5p 5 \$1,750.00 vHAS211 NEWS @ 5p Start Date Week: 08/07/23 v8/13/23 v8/20/23 v														
N 8 WHAS 08/07/23 08/15/23 Local News @ 5p M-F CM S-530p 111-1 :30 4 \$350.00 P02 1.45 NM S \$1,750.00				ocal News @ 6p N	1-F 6-63	60p		- T-			:30 \$450.00	1.97 NM		
WHAS11 NEWS @ 5p Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/07/23 08/13/23 111-1-				Local Nowa @ Fr	ME CM	E 520n	111	1	.20		\$250 00 D02	1 45 NIM	_	¢1 750 00
Week: 08/07/23 08/13/23 111-1				WHAS11 NEWS	@ 5p	·		- 1	.30	4	\$350.00 P02	1.45 INIVI	5	\$1,750.00
Week: 08/14/23 08/20/23 -1 1				-										
Start Date End Date Weekdays Spots/Week Rate Rating 1.1 - 1 2]	
Week: 08/07/23 08/13/23 11-1 3 \$400.00 1.49 Week: 08/14/23 08/20/23 11 2 \$400.00 1.49 N10 WHAS 08/07/23 08/15/23 Good Morning America CM GOOD MANING AMERICA 8/(8:00 AM-9:00 AM) 8:00 AM-9:00 AM 11111 :30 5 \$325.00 P02 1.19 NM 7 \$2,275.00 AM 1111 :30 5 \$325.00 P02 1.19 NM 7 \$2,275.00 AM 1111 :30 5 \$325.00 P02 1.19 NM 7 \$2,275.00 AM 1111 :30 5 \$325.00 P02 1.19 NM 7 \$2,275.00 AM 1111 :30 5 \$325.00 P02 1.19 NM 7 \$2,275.00 AM 1111 :30 4 \$500.00 P02 1.80 NM 1.19 NM 1.19 NM 1111 1.19 NM 1111 1.19 NM 1111 1.19 NM 111 1.19 NM 11	N 9 WHAS	08/07/2	3 08/15/23		•	530-6p	11-	1	:30	3	\$400.00 P02	1.49 NM	5	\$2,000.00
Week: 08/14/23 08/20/23 11 2 \$400.00 1.49 N10 WHAS 08/07/23 08/15/23 Good Morning America CM 8:00 AM-9:00 AM 11111 :30 5 \$325.00 P02 1.19 NM 7 \$2,275.00 GOOD MORNING AMERICA 8/(8:00 AM-9:00 AM) Start Date					Spots/Week		Rating							
N10 WHAS 08/07/23 08/15/23 Good Morning America CM 8:00 AM-9:00 AM 11111- :30 5 \$325.00 P02 1.19 NM GOOD MORNING AMERICA 8/(8:00 AM-9:00 AM) Start Date End Date Weekdays Spots/Week Rate Rating														
Start Date End Date Weekdays Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week S								11	:30	5	\$325.00 P02	1.19 NM	7	\$2.275.00
Week: 08/07/23				-							,			, ,
Week: 08/14/23 08/20/23 11 2 \$325.00 1.19 N11 WHAS 08/07/23 08/15/23 ET 7-730p CM 7-730p ENTERTAINMENT TONIGHT 111-1 :30 4 \$500.00 P02 1.80 NM 5 \$2,500.00 P02 1.80 NM Start Date Week: 08/07/23 08/13/23 111-1 Weekdays Spots/Week Power Start Date Week: 08/07/23 08/13/23 111-1 4 \$500.00 P02 1.80 P02 P02 P02 P02 P02 P02 P02 P02 P02 P0														
N11 WHAS 08/07/23 08/15/23 ET 7-730p CM 7-730p 111-1 :30 4 \$500.00 P02 1.80 NM ENTERTAINMENT TONIGHT Start Date End Date Weekdays Spots/Week Rate Rating					_									
Start Date End Date Weekdays Spots/Week Rate Rating Stort Online Start Date End Date Weekdays Spots/Week Rate Rating Stort Online Stort Onl								- 1	:30	4	\$500.00 P02	1.80 NM	5	\$2,500.00
Week: 08/07/23 08/13/23 08/13/23 111-1 4 \$500.00 1.80 Week: 08/14/23 08/20/23 -1 1 \$500.00 1.80 N12 WHAS 08/07/23 08/15/23 Inside Ed 730-8p INSIDE EDITION CM 730-8p -111 :30 3 \$500.00 P02 1.75 NM 5 \$2,500.00				ENTERTAINME		-								
Week: 08/14/23 08/20/23 -1 1 \$500.00 1.80 N12 WHAS 08/07/23 08/15/23 Inside Ed 730-8p INSIDE EDITION CM 730-8p - 111 :30 3 \$500.00 P02 1.75 NM 5 \$2,500.00														
N12 WHAS 08/07/23 08/15/23 Inside Ed 730-8p CM 730-8p - 111 :30 3 \$500.00 P02 1.75 NM 5 \$2,500.00 INSIDE EDITION														
								1	:30	3	\$500.00 P02	1.75 NM	5	\$2,500.00
	Sta	rt Date	End Date			Rate	Rating							

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Order / Rev: 2751382 Advertiser: ISS/ Bluegrass Freedom Action

Alt Order #: WOC14231816 Product Desc: MBGFA WHAS

Flight Dates: 08/07/23 - 08/15/23 Estimate: 11952

Ln Ch Start End	Inventory Code	Break	Start/End Tin	ne Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
Start Date End Date	Weekdays Spot	s/Week	Rate	Rating_						
Week: 08/07/23 08/13/23	-111	3	\$500.00	1.75						
Week: 08/14/23 08/20/23	11	2	\$500.00	1.75						
N13 WHAS 08/07/23 08/15/23	B Local News @ 6a M-F	CM	6:30 AM-7:00	AM - 1111	:30	4	\$300.00 P02	1.00 NM	5	\$1,500.00
	GMK @ 630A		(6:30 AM-7:00	AM)						
Start Date End Date	Weekdays Spot	s/Week	Rate	Rating						
Week: 08/07/23 08/13/23	- 1111	4	\$300.00	1.00						
Week: 08/14/23 08/20/23	- 1	1	\$300.00	1.00						

Totals 60 \$19,950.00