

# ORDER

**Orders**  
**Order / Rev:** 2763060  
 Alt Order #: WOC14256447  
 Product Desc: MBGFA  
 Estimate: 11980  
 Flight Dates: 09/15/23 - 09/21/23  
 Original Date / Rev: 09/05/23 / 09/18/23  
 Order Type: General

**WHAS**  
 Primary AE: Taylor Fritsch  
 Sales Office: TSWAS  
 Sales Region: NAT

**Agency**  
**Name:** Mentzer Media Services/ POL  
 Buying Contact:  
 Billing Contact:  
 2210 Grey Fox Ct  
 Bel Air, MD 21015

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
**Name:** ISS/ Bluegrass Freedom Action  
 Demographic: A35+  
 Product Codes: IS-Governor  
 Revenue Code 1: AGY  
 Revenue Code 2: (POL) Political  
 Revenue Code 3: (POL) Issue  
 Priority: P04

New Business End:  
 Advertiser External ID: M214038  
 Agency External ID: 3924AG  
 Unit Code: General  
 Order Separation: 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/28/23	09/21/23	76	\$35,160.00	\$29,886.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	76	\$35,160.00	\$29,886.00	164.73
<b>Totals</b>	<b>76</b>	<b>\$35,160.00</b>	<b>\$29,886.00</b>	<b>164.73</b>

**Account Executives**

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

**Order Share**

	Share	Total
WHAS	23%	\$35,160.00
Market	100%	\$152,869.57

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	77%	\$117,709.57
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	09/15/23	09/21/23	Local News @ 5a M-F GMK @ 530A	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	- 1111 - -	:30	4	\$160.00	P02	1.04	NM	4	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/23	09/21/23	- 1111 - -		4				\$160.00		1.04			

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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: 09/15/23	09/21/23	- 1111--		4				\$160.00		1.04			
N 2	WHAS	09/15/23	09/20/23	Local News @ 6a M-F Local News @ 6a M-F	CM	5:56 AM-6:30 AM (5:56 AM-6:30 AM)	111----	:30	3	\$300.00	P02	1.10	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/23	09/21/23	111----		3				\$300.00		1.10			
N 3	WHAS	09/15/23	09/21/23	Local News @ 6a M-F GMK @ 630A	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	11111--	:30	5	\$300.00	P02	1.53	NM	5	\$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: 09/15/23	09/21/23	11111--		5				\$300.00		1.53			
N 4	WHAS	09/15/23	09/21/23	Good Morning America GOOD MORNING AMERICA 7	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	1- 111--	:30	4	\$325.00	P02	1.93	NM	4	\$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: 09/15/23	09/21/23	1- 111--		4				\$325.00		1.93			
N 5	WHAS	09/15/23	09/21/23	Good Morning America GOOD MORNING AMERICA 8	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	11111--	:30	5	\$325.00	P02	1.64	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/23	09/21/23	11111--		5				\$325.00		1.64			
N 6	WHAS	09/15/23	09/16/23	Local News @ 6a Sa GMK WEEKEND 6-7A	CM	6-7a	-----1-	:30	1	\$80.00	P02	1.45	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	-----1-		1				\$80.00		1.45			
N 7	WHAS	09/15/23	09/16/23	Good Morning America GOOD MORNING AMERICA	CM	7-9a	-----1-	:30	1	\$180.00	P02	2.04	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: 09/11/23	09/17/23	-----1-		1				\$180.00		2.04			
N 8	WHAS	09/15/23	09/16/23	Local News @ 9a Sa GMK WEEKEND 9-10A	CM	9-10a	-----1-	:30	1	\$180.00	P02	1.96	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: 09/11/23	09/17/23	-----1-		1				\$180.00		1.96			
N 9	WHAS	09/15/23	09/17/23	ROS EM (Su) 6-8a GMK WEEKEND 6-8A	CM	6-8a	-----1	:30	1	\$60.00	P02	0.99	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: 09/11/23	09/17/23	-----1		1				\$60.00		0.99			
N 10	WHAS	09/15/23	09/17/23	Good Morning America GOOD MORNING AMERICA	CM	8-9a	-----1	:30	1	\$200.00	P02	1.86	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: 09/11/23	09/17/23	-----1		1				\$200.00		1.86			
N 11	WHAS	09/15/23	09/17/23	This Week Su THIS WEEK	CM	9-10a	-----1	:30	1	\$350.00	P02	1.48	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/11/23	09/17/23	-----1		1				\$350.00		1.48			
N 12	WHAS	09/15/23	09/21/23	Local News @ 12p M-F WHAS11 NEWS AT 1230P	CM	12:30 PM-1:00 PM (12:30 PM-1:00 PM)	11111--	:30	5	\$180.00	P02	1.48	NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/23	09/21/23	11111--		5				\$180.00		1.48			
N 13	WHAS	09/15/23	09/21/23	Local News @ 4p M-F WHAS11 NEWS @ 430P	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	1- 111--	:30	4	\$180.00	P02	1.08	NM	4	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/15/23	09/21/23	1- 111--		4				\$180.00		1.08			
N 14	WHAS	09/15/23	09/21/23	Local News @ 5p M-F WHAS11 NEWS @ 5p	CM	5-530p	1- 111--	:30	4	\$350.00	P02	1.57	NM	4	\$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: 09/15/23	09/21/23	1- 111--		4				\$350.00		1.57			
N 15	WHAS	09/15/23	09/21/23	Local News @ 530p M-F WHAS11 NEWS @ 530P	CM	530-6p	1111---	:30	4	\$400.00	P02	1.99	NM	4	\$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: 09/15/23	09/21/23	1111---		4				\$400.00		1.99			
N 16	WHAS	09/15/23	09/21/23		CM	6-630p		:30	5	\$450.00	P02	2.86	NM	5	\$2,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 6p M-F			11111--								
				WHAS11 NEWS @ 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/15/23	09/21/23	11111--	5	\$450.00	2.86								
N17	WHAS	09/15/23	09/21/23	ABC World News	CM	630-7p	11-1---	:30	3	\$1,525.00	P02	3.98	NM	3	\$4,575.00
				ABC WORLD NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/15/23	09/21/23	11-1---	3	\$1,525.00	3.98								
N18	WHAS	09/15/23	09/21/23	ET 7-730p	CM	7-730p	11111--	:30	5	\$500.00	P02	2.63	NM	5	\$2,500.00
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/15/23	09/21/23	11111--	5	\$500.00	2.63								
N19	WHAS	09/15/23	09/21/23	Inside Ed 730-8p	CM	730-8p	11111--	:30	5	\$500.00	P02	2.78	NM	5	\$2,500.00
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/15/23	09/21/23	11111--	5	\$500.00	2.78								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
2	WHAS	09/15/23-09/21/23	Inside Ed 730-8p	730-8p	MTWThF----	:30	<del>(\$500.00)</del>	2.78	NM						
See MG 19.6															
[Program Change-NFL Countdown-msw]															
6	WHAS	09/19/23-09/21/23	Inside Ed 730-8p	730-8p	-TWT-----	:30	\$500.00	2.78	NM						
Ⓜ MG for 19.2 09/18															
N20	WHAS	09/15/23	09/16/23	Local News @ 11p Sa	CM	11-1135p	-----1-	:30	1	\$300.00	P02	1.37	NM	1	\$300.00
				WHAS11 NEWS AT 11 SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/11/23	09/17/23	-----1-	1	\$300.00	1.37								
N21	WHAS	09/15/23	09/21/23	LN (M-Su)	CM	11-1135p	11111-1	:30	6	\$400.00	P02	1.30	NM	6	\$2,400.00
				WHAS11 NEWS AT 11 M-F/SU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/15/23	09/21/23	11111-1	6	\$400.00	1.30								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
3	WHAS	09/15/23-09/21/23	LN (M-Su)	11-1135p	MTWThF--Su	:30	<del>(\$400.00)</del>	1.30	NM						
See MG 21.7															
[Program Change-11p News DB-msw]															
7	WHAS	09/18/23-09/18/23	Local News @ 11p M-F DB	Various	M-----	:30	\$400.00	1.30	NM						
Ⓜ MG for 21.3 09/18															
N22	WHAS	09/15/23	09/18/23	NFL Mo Pre-Game	CM	Various	1-----	:30	1	\$1,200.00	P02	5.50	NM	1	\$1,200.00
				NFL COUNTDOWN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/15/23	09/21/23	1-----	1	\$1,200.00	5.50								
N23	WHAS	09/15/23	09/18/23	NFL Mo Game	CM	Various	1-----	:30	1	\$5,000.00	P02	8.90	NM	1	\$5,000.00
				NFL GAME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/15/23	09/21/23	1-----	1	\$5,000.00	8.90								
N24	WHAS	09/15/23	09/16/23	NCAA FB Daytime Late GM	GM	3:30 PM-7:30 PM	-----1-	:30	1	\$1,300.00	P02	3.50	NM	1	\$1,300.00
				ABC COLLEGE FOOTBALL 33(3:30 PM-7:30 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/11/23	09/17/23	-----1-	1	\$1,300.00	3.50								
N25	WHAS	09/15/23	09/16/23	NCAA Football Prime	CM	7:30 PM-11:00 PM	-----1-	:30	1	\$1,500.00	P02	4.40	NM	0	\$0.00
				ABC PRIME COLLEGE FOOTB(7:30 PM-11:00 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/11/23	09/17/23	-----1-	1	\$1,500.00	4.40								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	WHAS	09/11/23-09/17/23	NCAA Football Prime	7:30 PM-11:00 PM	-----Sa--	:30	<del>(\$1,500.00)</del>	4.40	NM						
Credited															
[cr]															
N26	WHAS	09/19/23	09/21/23	LN (M-Su)	CM	11-1135p	-TWT---	:30	3	\$400.00	P02	4.40	NM	3	\$1,200.00
				LN (M-Su)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								

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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: 09/18/23	09/24/23	-TWT---		3				\$400.00		4.40			
N27	WHAS	09/19/23	09/21/23	Local News @ 6a M-F Local News @ 6a M-F	CM	6-7a	-TWT---	:30	1	\$300.00	P02	4.40	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: 09/18/23	09/24/23	-TWT---		1				\$300.00		4.40			
													Totals	76	\$35,160.00