## **ORDER**

Orders Order / Rev: 2763041 WOC14256445 Alt Order #: **MBGFA** Product Desc: **WHAS** 11979 Estimate: Flight Dates: 09/08/23 - 09/14/23 Primary AE: Taylor Fritsch Sales Office: Original Date / Rev: 09/05/23 / 09/07/23 **TSWAS** Order Type: General Sales Region: NAT Mentzer Media Services/ POL Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: EOM/EOC 2210 Grey Fox Ct Agency Commission: Bel Air, MD 21015 15% Advertiser ISS/ Bluegrass Freedom Action Name: A35+ New Business End: Demographic: **Product Codes:** IS-Governor Advertiser External ID: M214038 Revenue Code 1: AGY Agency External ID: 3924AG Revenue Code 2: Unit Code: (POL) Political General Revenue Code 3: (POL) Issue Order Separation: 00:15:00 Priority: P04

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/28/23	09/14/23	74	\$36,285.00	\$30,842.25

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	74	\$36,285.00	\$30,842.25	152.81
Totals	74	\$36,285,00	\$30.842.25	152.81

## **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%	\$36,285.00
Market	100%	\$157,760.87

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	77%	\$121,475.87
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 Tim	ne Days	Len Spot	s	Rate Pri	Rtg Type	Spots	Amount
N 1	WHAS	09/08/23	09/14/23	Local News @ 5a M-F	CM	5-6a	- 1111	:30	4	\$160.00 P02	1.04 NM	4	\$640.00
				GMK @ 530A		(5:30 AM-6:00 A	AM)						
	Sta	rt Date	End Date	Weekdays Sp	ots/Week	Rate F	Rating						
W	/eek: 09/	08/23	09/14/23	- 1111	4	\$160.00	1.04						

Print Date: 09/25/23 10:06:36 Page 2 of 4

Order / Rev: 2763041 Advertiser: ISS/ Bluegrass Freedom Action

Alt Order #: WOC14256445 Product Desc: MBGFA WHAS

Flight Dates: 09/08/23 - 09/14/23 Estimate: 11979

Ln Ch Start End	Inventory Code Break	Start/End 7	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/08/23 09/14/23 N 2 WHAS 09/08/23 09/13/23	- 1111 4 Local News @ 6a M-F CM	\$160.00 5:56 AM-6:3	1.04 0 AM 111	:30 3	3 \$300.00 P02	1 10 NM	3	\$900.00
11 2 1111110 00/00/20 00/10/20	Local News @ 6a M-F	(5:56 AM-6:3		.00	, 4000.001.02	1.10 141		φοσσ.σσ
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/08/23 09/14/23 N 3 WHAS 09/08/23 09/14/23	111 3 Local News @ 6a M-F CM	\$300.00	1.10 0 AM 11111	:30 5	5 \$300.00 P02	1 53 NM	5	\$1,500.00
11 0 1111110 00/00/20 00/11/20	GMK @ 630A	(6:30 AM-7:0		.00	, 4000.001.02	1.00 14111		Ψ1,000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/08/23 09/14/23 N 4 WHAS 09/08/23 09/14/23	11111 5 Good Morning America CM	\$300.00	1.53 0 AM - 1111	:30 4	\$325.00 P02	1 93 NM	4	\$1,300.00
14 4 1111110 00/00/20 00/14/20	GOOD MORNING AMERICA 7			.00	Ψ020.001 02	1.50 14101		Ψ1,000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/08/23 09/14/23 N 5 WHAS 09/08/23 09/14/23	- 1111 4 Good Morning America CM	\$325.00	1.93 0 AM 11111	:30 5	5 \$325.00 P02	1 64 NM	5	\$1,625.00
N 3 WHAS 09/00/23 09/14/23	GOOD MORNING AMERICA 8			.50	φ323.001 02	1.04 14101		ψ1,023.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/08/23 09/14/23 N 6 WHAS 09/08/23 09/09/23	11111 5 Local News @ 6a Sa CM	\$325.00	1.64 0 AM1-	:30	\$80.00 P02	1 /5 NM	1	\$80.00
N 0 WHAS 09/00/23 09/09/23	GMK WEEKEND 6-7A	0.00 AIVI-7.0	O AW1-	.30	φου.υυ ΕυΖ	1.45 INIVI	'	φου.υυ
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/04/23 09/10/23	1- 1	\$80.00 7-9a	1.45	:30	\$180.00 P02	2 04 NM	1	¢190.00
N 7 WHAS 09/08/23 09/09/23	Good Morning America SCM GOOD MORNING AMERICA	7-9a	1-	.30	\$180.00 P02	2.04 INIVI	'	\$180.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/04/23 09/10/23	1- 1	\$180.00	2.04	.20	#400 00 D00	4.00 NIM	4	<b>#400.00</b>
N 8 WHAS 09/08/23 09/09/23	Local News @ 9a Sa CM GMK WEEKEND 9-10A	9-10a	1-	:30	\$180.00 P02	1.96 INIVI	1	\$180.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/04/23 09/10/23	1- 1 ROS EM (Su) 6-8a CM	\$180.00	1.96 0 AM 1	.20	\$60.00 P02	0.00 NIM	4	¢c0.00
N 9 WHAS 09/08/23 09/10/23	ROS EM (Su) 6-8a CM GMK WEEKEND 6-8A	6.00 AIVI-6.0	O AW1	:30	\$60.00 P02	U.99 INIVI	1	\$60.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/04/23 09/10/23	1 1	\$60.00	0.99	:30	\$200.00 P02	1 06 NM	4	¢200.00
N10 WHAS 09/08/23 09/10/23	GOOD MORNING AMERICA	8-9a	1	:30	\$200.00 P02	1.00 INIVI	1	\$200.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/04/23 09/10/23	1 1	\$200.00	1.86	.20	\$250,00 D02	1 10 NIM	4	¢250.00
N11 WHAS 09/08/23 09/10/23	This Week Su CM THIS WEEK	9-10a	1	:30	\$350.00 P02	1.40 INIVI	1	\$350.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/04/23 09/10/23	1 1	\$350.00	1.48 00 PM11111	:30 5	5 \$180.00 P02	1 10 NIM	5	\$900.00
N12 WHAS 09/08/23 09/14/23	WHAS11 NEWS AT 1230P	(12:30 PM-1		.30 (	\$160.00 PUZ	1.40 INIVI	5	φ900.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/08/23 09/14/23 N13 WHAS 09/08/23 09/14/23	11111 5 Local News @ 4p M-F CM	\$180.00	1.48 0 PM 1-111	:30 4	\$180.00 P02	1 00 NIM	4	\$720.00
N 13 WI IA3 09/00/23 09/14/23	WHAS11 NEWS @ 430P	(4:30 PM-5:0	-	.50 -	\$ \$100.00 F02	1.00 INIVI	4	\$720.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/08/23 09/14/23 N14 WHAS 09/08/23 09/14/23	1- 111 4 Local News @ 5p M-F CM	\$180.00 5-530p	1.08	:30 4	\$350.00 P02	1 57 NM	4	\$1,400.00
N 14 WI IAS 09/00/25 09/14/25	WHAS11 NEWS @ 5p	3-330p	1-111	.50	ψ550.00102	1.57 14101	-	Ψ1,400.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/08/23 09/14/23 N15 WHAS 09/08/23 09/14/23	1-111 4	\$350.00 530-6p	1.57	:30 4	\$400.00 P02	1 00 NIM	4	\$1,600.00
IN 10 VVIIAO U9/U0/23 U9/14/23	Local News @ 530p M-FCM WHAS11 NEWS @ 530P	აას-ზხ	1111	.30 4	+ φ400.00 P02	I.99 INIVI	4	φι,υυυ.υυ
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/08/23 09/14/23 N16 WHAS 09/08/23 09/14/23	1111 4 CM	\$400.00	1.99	:30 5	5 \$450.00 P02	2 86 NIM	5	\$2.250.00
14 10 VVIIAS 03/00/23 03/14/23	CIVI	6-630p		.50 (	φ <del>4</del> 50.00 P02	∠.ou INIVI	5	\$2,250.00

Print Date: 09/25/23 10:06:36 Page 3 of 4

Order / Rev: 2763041 Advertiser: ISS/ Bluegrass Freedom Action

Alt Order #: WOC14256445 Product Desc: MBGFA WHAS

Flight Dates: 09/08/23 - 09/14/23 Estimate: 11979

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Time	Days	Len Spots	s Rate Pri	Rtg Type	Snots	Amount
Lii Oii	Otart	LIIG	Local News @ 6p		Otart/Eria i		1111	Lon Opolo	, itale i ii	rttg Typo	Орого	7 tillouit
	_		WHAS11 NEWS	•							ı	
<u>Star</u> Week: 09/0	rt Date	End Date 09/14/23	<u>Weekdays</u> 11111	Spots/Week 5	Rate \$450.00	Rating 2.8	_					
N17 WHAS			ABC World News	CM	630-7p		<del>0</del> 1-1	:30	3 \$1,525.00 P02	3.98 NM	3	\$4,575.00
	00/00/2	0 00/11/20	ABC WORLD NE		000 / p			.00	Φ1,020.001 02	. 0.00 14111	Ü	Ψ1,070.00
Star Week: 09/0	rt Date 08/23	End Date 09/14/23	<u>Weekdays</u> 11-1	Spots/Week 3	Rate \$1,525.00	Rating 3.9	_					
N18 WHAS	09/08/2	3 09/14/23	ET 7-730p ENTERTAINMEN	СМ	7-730p	-	1111	:30	4 \$500.00 P02	2.63 NM	4	\$2,000.00
Star Week: 09/0	rt Date	End Date 09/14/23	Weekdays - 1111-	Spots/Week 4	Rate \$500.00	Rating 2.6	_					
N19 WHAS			Inside Ed 730-8p	CM	730-8p		1111	:30	5 \$500.00 P02	2.78 NM	5	\$2,500.00
	rt Date	End Date		Spots/Week	Rate	Ratin	_					
Week: 09/0 Spot Ch	08/23 Date Ra	09/14/23 Inge D	11111 escription	5 Start	\$500.00 /End Time	2.7		eekdays L	ength Rate	Rtg Type		
			side Ed 730-8p	730-				<u>г</u> WГhF		2.78 NM		
	MG 19.											
•	•	hange-msw]	side Ed 730-8p	730-	9n		-	ГWГhF	:30 \$500.00	2.78 NM		
	for 19.2		iside Ed 730-op	730-	oh		- 1	I WI III'	.30 \$300.00	2.70 INIVI		
			Wed Prime B	CM	9-10p	-	- 1	:30	1 \$875.00 P02	2.19 NM	1	\$875.00
	_		WONDER YEARS		_							
Star Week: 09/0	nt Date 08/23	End Date 09/14/23	<u>Weekdays</u> 1	Spots/Week 1	Rate \$875.00	Rating 2.1						
N21 WHAS			Thu Prime A	CM	8-9p		1	:30	1 \$750.00 P02	2.72 NM	1	\$750.00
			GENERATION GA									
Star Week: 09/0	rt Date 08/23	End Date 09/14/23	<u>Weekdays</u> 1	Spots/Week 1	Rate \$750.00	Rating 2.7						
N22 WHAS			Local News @ 11p	· · · · · · · · · · · · · · · · · · ·	11-1135p		1-	:30	1 \$300.00 P02	1.37 NM	1	\$300.00
			WHAS11 NEWS	AT 11 SAT								
Star Week: 09/0	rt Date	End Date 09/10/23	<u>Weekdays</u> 1-	Spots/Week 1	Rate \$300.00	Rating 1.3	_					
N23 WHAS			LN (M-Su) WHAS11 NEWS A	CM	11-1135p		1111-1	:30	6 \$400.00 P02	1.30 NM	6	\$2,400.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Ratin	ר					
Week: 09/0		09/14/23	11111-1	6	\$400.00	1.3	_					
	Date Ra		escription		/End Time		_			Rtg Type		
	09/08/2 MG 23.	3-09/14/23 L 7	N (M-Su)	11-1	135p		MI	ГWГhF Su	:30 <del>(\$400.00)</del>	+ 1.30 IVIVI		
			lews DB-msw]									
			ocal News @ 11p M	I-F DB Vario	ous		M-		:30 \$400.00	1.30 NM		
	for 23.3											
N24 WHAS	09/08/2	3 09/11/23	NFL Mo Pre-Game		Various	-		:30	0 \$1,200.00 P02	4.50 NM	1	\$1,200.00
	rt Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate	Rating						
Week: 09/0 N25 WHAS		09/14/23	NFL Mo Game	1 CM	\$1,200.00 Various	4.5		:30	1 \$5,000.00 P02	8 90 NM	1	\$5,000.00
NZU WIIAU	33/00/2	0 00/11/20	NFL GAME	Civi	vanous	1		.50	ι ψο,σοσ.σο ι-σ2	. 0.00 14101	'	ψο,οοο.οο
<u>Star</u> Week: 09/0	rt Date	End Date 09/14/23	<u>Weekdays</u> 1	Spots/Week 1	Rate \$5,000.00	Rating 8.9	_					
N26 WHAS			NCAA FB Daytime	Late GM	3:30 PM-7:3	0 PM -		:30	1 \$1,300.00 P02	3.50 NM	1	\$1,300.00
Star	rt Date	End Date		Spots/Week	(3:30 PM-7:3 Rate	Ratin	נ					
Week: 09/0		09/10/23	1-		\$1,300.00	3.5	-					
N27 WHAS		3 09/09/23	NCAA Football Pri ABC PRIME COL	me CM	7:30 PM-11:			:30	1 \$1,500.00 P02	4.40 NM	1	\$1,500.00
Star	rt Date	End Date		Spots/Week	Rate	Ratin						

Print Date: 09/25/23 10:06:36 Page 4 of 4

**WHAS** 

Order / Rev: 2763041 Advertiser: ISS/ Bluegrass Freedom Action

Alt Order #: WOC14256445 Product Desc: MBGFA

Flight Dates: 09/08/23 - 09/14/23 Estimate: 11979

Inventory Code Break Start/End Time Rate Pri Rtg Type Spots Ln Ch Start End Days Len Spots Amount End Date Weekdays Start Date Spots/Week Rate Rating 1 \$1,500.00 4.40 Week: 09/04/23 09/10/23 ----1-

Totals 74 \$36,285.00