

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 / 09/05/23
 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	73	\$35,160.00	\$29,886.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2023	73	\$35,160.00	\$29,886.00	151.53
Totals	73	\$35,160.00	\$29,886.00	151.53

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	15%	\$35,160.00
Market	100%	\$234,400.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	85%	\$199,240.00
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 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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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<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 @ 5a M-F GMK @ 6A	CM	6:00 AM-6:30 AM (6:00 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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				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			
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			
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	1	\$1,500.00
				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			
													Totals	73	\$35,160.00